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 Photography; *Resource Guides; Resource Materials;
 *Teacher Education; Teaching Machines; Video Tape
 Recordings

ABSTRACT

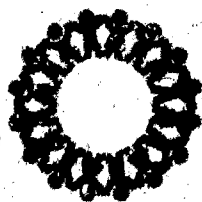
Print and non-print training materials in the area of media competency skills are compiled. Both locally produced items and commercially published products are identified. The format for descriptive information lists: title, producer, distributor, address, telephone, purchase and rental price, media content area, media package format, equipment required, package contents, and discription. Subject areas included are bulletin boards, cassette tapes, computers and teaching machines, films, filmstrips and filmloops, operation of equipment, television, and videotape recordings. (Author/DS)

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MEDIA • COMPETENCY TRAINING MATERIALS

(1974 - 1975

2002 678



CALIFORNIA LEARNING RESOURCE CENTER 600 So. Commonwealth Ave. Suite 2000, Los Angeles, CA 90035

MEDIA COMPETENCY TRAINING MATERIALS

June, 1975

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**U.S. DEPARTMENT OF HEALTH,
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION**

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The following is a compilation of training materials, both print and media, in the area of media competency skills. An attempt has been made to identify, as comprehensively as possible, both locally produced items and commercially published products. This catalog reflects a survey that was distributed nationally to over 500 education facilities. Any teacher training kit submitted which was not of media content was eliminated.

The format for descriptive information lists: title, producer, distributor(s), address, phone, purchase and rental price or free, media content area, media package format, equipment required for package implementation, package contents and description. The following page lists the categories into which the materials have been organized. In the case of a kit covering more than one media topic, the item was categorized under the media area most strongly emphasized.

These materials are available from the distributor listed on the information sheet and not from any central depository (at this time).

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MEDIA TRAINING KITS AND MATERIALS

TITLE: Baited Bulletin Boards

PRODUCER: Fearon Teacher-Aid Books

DISTRIBUTOR (S): Books Mobile, Inc

ADDRESS: 45 Portland Avenue
Bergenfield, N.J. 07621

PHONE: (201) 335-6550

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$1.50 **PRICE** _____

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Planning and arrangement of bulletin boards

DESCRIPTION: All aspects of bulletin board planning and arrangement;
highly recommended by art and audio-visual educators

MEDIA TRAINING KITS AND MATERIALS

TITLE: Better Bulletin Boards, No 3259PRODUCER: Indiana UniversityDISTRIBUTOR (S): Lifelong Learning, University ExtensionADDRESS: University of CaliforniaBerkeley, California 94720PHONE: (415) 642-4124PURCHASE X FREE _____ RENTAL _____PRICE \$4 PRICE _____MEDIA CONTENT AREA: Bulletin BoardsMEDIA PACKAGE FORMAT: 16mm film - 13 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projectorCONTENTS OF PACKAGE: Better communication via the bulletin boardDESCRIPTION: This film was designed for two major uses: for usewith teachers or future teachers in audio-visual classes, methodscourses, in-service training programs, teachers meetings, etc... andfor use by teachers with students in planning better communicationvia the bulletin board

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin BoardsPRODUCER: Martha Dallman, Ph.D (Author) - Teachers Publishing CorpDISTRIBUTOR (S): John Colburn Associates, IncADDRESS: 1215 Washington AvenueWilmette, Illinois 60091PHONE: (312) 273-2310PURCHASE X FREE RENTAL PRICE \$2.25 PRICE MEDIA CONTENT AREA: Bulletin BoardsMEDIA PACKAGE FORMAT: BookletEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Basic principles and suggestions for materials
and proceduresDESCRIPTION: Sixty-four pages of specific ideas on how to make
bulletin boards into vital teaching aids. Includes basic principles
and guidelines, plus detailed suggestions on materials, procedures,
techniques and applications. Fully illustrated, paperbound

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards and Display

PRODUCER: Reino Randall

DISTRIBUTOR: Baily Films, Inc

ADDRESS: 500 DeLongpre Avenue

Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X FREE RENTAL

PRICE each strip \$6., set of 2 - \$12 PRICE

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Filmstrip

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Background materials, layouts, principles of good design

DESCRIPTION: Amusing drawings and examples of good bulletin board design show how the bulletin board can be made to function as an effective educational tool. Examples of various types of background materials and fastening devices, illustrations of layouts and principles of good design and organization are included. Two color filmstrips (36 frames each)

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards: An Effective Teaching Device

PRODUCER: _____

DISTRIBUTOR (S): Audio-Visual Utilization Center

ADDRESS: 5448 Cass Avenue - Wayne State University

Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE _____ FREE _____ RENTAL X

PRICE _____ PRICE \$3.50

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Film-color, 11 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, screen

CONTENTS OF PACKAGE: Planning and organization of bulletin boards

DESCRIPTION: Planning and organization of creatively designed

bulletin boards. Examples of different boards. Textural materials,

pins, adhesive, organization and format

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards: An Effective Teaching DevicePRODUCER: Reino RandallDISTRIBUTOR (S): Bailey Films, IncADDRESS: 6509 De Longpre AvenueHollywood, California 90028PHONE: (213) 829-2901PURCHASE ☒ FREE ☐ RENTAL ☒PRICE color \$120 PRICE \$6MEDIA CONTENT AREA: Bulletin BoardsMEDIA PACKAGE FORMAT: FilmEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Lettering tools, fastening devices, illustrations, 3-D effects

DESCRIPTION: This film is a graphic picturization of how bulletin boards can be made to function as a most effective educational tool. A wealth of background materials, lettering tools, fastening devices, and illustrations are discussed. Three dimensional effects are explained. 11 minutes

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards at WorkPRODUCER: Wayne State UniversityDISTRIBUTOR (S): Wayne State University, A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-1980PURCHASE _____ FREE _____ RENTAL xPRICE _____ PRICE \$2MEDIA CONTENT AREA: Bulletin BoardsMEDIA PACKAGE FORMAT: Filmstrip - 42 frames, black and whiteEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Outlines the use of the bulletin board as a
teaching aidDESCRIPTION: Stresses the point that the planned bulletin board is
most effective. Shows bulletin boards can be used for many teaching
purposes - to inform, to clarify, to stimulate. Contains many actual
uses

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bulletin Boards for Effective Teaching, No 4479

PRODUCER: State University of Iowa

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE ☒ FREE ☐ RENTAL ☐

PRICE \$5 PRICE ☐

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: 16mm film, color, 13 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm film projector

CONTENTS OF PACKAGE: Selection of topic materials, use of color, lettering, eyecatchers

DESCRIPTION: The elements of effective classroom bulletin board display are presented in detail - the selection of a specific topic, selection of materials, planning the arrangement, use of color, use of appropriate lettering, creation of the proper atmosphere, making the arrangement tell a story, use of eyecatchers, and the mechanics of assembling the display are shown.

MEDIA TRAINING KITS AND MATERIALS

TITLE: 4-D Bulletin Boards that Teach

PRODUCER: Fearon Teacher-Aid Books

DISTRIBUTOR (S): Books Mobile, Inc

ADDRESS: 45 Portland Avenue

Bergenfield, N.J. 07621

PHONE: (201) 335-6550

PURCHASE X FREE _____ RENTAL _____

PRICE \$1.75 PRICE _____

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Instructional Bulletin Boards - ideas

DESCRIPTION: Dual-purpose, dimensional, and diversified bulletin

boards for instructing children in kindergarten and the primary grades

MEDIA TRAINING KITS AND MATERIALS

TITLE: Elementary Creative Bulletin BoardsPRODUCER: Joanne G. Hornick (Author) 1969DISTRIBUTOR (S): Citation PressADDRESS: 904 Sylvan AvenueEnglewood Cliffs, N.J. 07632PHONE: (201) 567-7900PURCHASE X FREE _____ RENTAL _____PRICE \$1.75 PRICE _____MEDIA CONTENT AREA: Bulletin BoardsMEDIA PACKAGE FORMAT: Book - 80 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Techniques and materials, lesson plan ideas
for bulletin boards

DESCRIPTION: Mrs. Hornick tells how to use the elements that attract
today's youngsters to visual media-humor and striking design to stim-
ulate their interest in class activities. The Book presents 33 bulletin
boards in six different subject areas. Some techniques and materials
for construction as well as many complete lesson and activity ideas
related to the boards are suggested

TITLE: How to Keep Your Bulletin Board Alive

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue

Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE _____ **FREE** _____ **RENTAL** X

PRICE _____ **PRICE** \$2

MEDIA CONTENT AREA: Bulletin Boards

MEDIA PACKAGE FORMAT: Filmstrip - 32 frames, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Diagnose faults of present bulletin boards

DESCRIPTION: Attempts to diagnose the present faults of bulletin boards.

Some general rules about captions, illustrations and text materials

are suggested which will help any person preparing a bulletin board

to improve his layout techniques

MEDIA TRAINING KITS AND MATERIALS

TITLE: Let's Create Bulletin BoardsPRODUCER: Joseph Buzzelli, AuthorDISTRIBUTOR (S): Essco-Educational Supply CoADDRESS: 2825 East Gage AvenueHuntington Park, California 90255PHONE: (213) 582-7341PURCHASE ☒ FREE ☐ RENTAL ☐PRICE \$2.50 PRICE ☐MEDIA CONTENT AREA: Bulletin BoardsMEDIA PACKAGE FORMAT: Book - 40 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Simple bulletin boards

DESCRIPTION: A manual allowing creative teachers to build upon the
imagination and flexibilities of her class, giving concrete illustra-
tions to follow a simple procedure of cut, snip and pin

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lively Bulletin BoardsPRODUCER: Haves Creative Bulletin BoardsDISTRIBUTOR (S): Educational Supply Co., IncADDRESS: 2823 East Gage AvenueHuntington Park, Ca 90255PHONE: (213) 582-7341PURCHASE ✓ FREE _____ RENTAL _____PRICE \$2.50 PRICE _____MEDIA CONTENT AREA: Bulletin BoardsMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Inexpensive ideas for bulletin boardsDESCRIPTION: Using inexpensive materials, this book shows how to
make cutouts in flat or 3D dimensions, the easy and effective way.Ideas for important dates and holidays. For halls, study room, and
home rooms on language, art, music, health, physical fitness, or
general nature

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making and Using ChartsPRODUCER: Fearon Teacher-Aid BooksDISTRIBUTOR (S): Books Mobile, IncADDRESS: 45 Portland AvenueBergenfield, N.J. 07621PHONE: (201) 385-6550PURCHASE X FREE RENTAL PRICE \$1.75 PRICE MEDIA CONTENT AREA: ChartsMEDIA PACKAGE FORMAT: BookEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Chart-making instructionsDESCRIPTION: Detailed how-to instructions showing a variety of
subjects, uses, and ideas for chart-making for all grade levels

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Your Chalk TeachPRODUCER: Wayne State UniversityDISTRIBUTOR (S): Wayne State University, A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-1980PURCHASE _____ FREE _____ RENTAL XPRICE _____ PRICE \$2MEDIA CONTENT AREA: ChalkMEDIA PACKAGE FORMAT: Filmstrip - 47 frames, black and whiteEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Uses of chalkboard

DESCRIPTION: Illustrates a number of basic and secondary uses of
the chalkboard or blackboard, as well as the principles of its use.
Intended for preservice and in-service teacher training programs

MEDIA TRAINING KITS AND MATERIALS

TITLE: Successful Bulletin BoardsPRODUCER: Instructor Curriculum MaterialsDISTRIBUTOR (\$): Morrison School SuppliesADDRESS: 304 Industrial WaySan Carlos, California 94070PHONE: (415) 592-3000PURCHASE X FREE _____ RENTAL _____PRICE \$1.50 PRICE _____MEDIA CONTENT AREA: Bulletin BoardsMEDIA PACKAGE FORMAT: Booklet - 48 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Topics for bulletin boards, techniques such as 3-D and lettering

DESCRIPTION: Nearly 125 bulletin board ideas. Organized around such topics as holidays and special events; 3-D, portable, and corner-area boards; mounting; texture; lettering; and covering unsightly areas. Includes techniques for creating and maintaining exciting displays

MEDIA TRAINING KITS AND MATERIALS

TITLE: Three-Dimensional Displays in the ClassroomPRODUCER: Frank Bach and Edward C. Haines, AuthorsDISTRIBUTOR (S): Educational Media IncorporatedADDRESS: P.O. Box 39, 809 Industrial WayEllensburg, Washington 98926PHONE: (309) 962-2578PURCHASE XFREE RENTAL PRICE \$130PRICE MEDIA CONTENT AREA: 3-D DisplaysMEDIA PACKAGE FORMAT: 16mm film-color-ten minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector
and ScreenCONTENTS OF PACKAGE: Examples of Classroom Displays

DESCRIPTION: This film introduces the viewer to examples of
exciting classroom displays, some unusual materials and the use of
design concepts applied to a variety of subject matter displays. In
conclusion, numerous innovative examples of 3-dimensional displays
relevant to our contemporary society are shown

MEDIA TRAINING KITS AND MATERIALS

TITLE: Visual Communication: Bulletin Boards, Exhibits, Visual Aids

PRODUCER: George H. Horn, Author

DISTRIBUTOR (S): Davis Publications, Inc

ADDRESS: Printers Bldg

Worcester, Mass 01608

PHONE: (617) 754-7201

PURCHASE X

FREE _____

RENTAL _____

PRICE \$6.96

PRICE _____

MEDIA CONTENT AREA: Bulletin Boards, Exhibits, Visual Aids

MEDIA PACKAGE FORMAT: Book - 98 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Fundamentals of uses and techniques for
visual aids

DESCRIPTION: This book provides a broad range of visual aids,
bulletin boards, and displays, in their planning, designing, and
producing. Boxes and their use as motivational devices and as
integral parts of bulletin boards and other forms of display are
discussed. Techniques are presented for two-and-three-dimensional
constructions, with emphasis on materials available at little or no
cost. Display techniques are illustrated which extend school programs
beyond the classroom. Other chapters provide an understanding of
graphic design elements, such as lettering and layout

MEDIA TRAINING KITS AND MATERIALS

TITLE: ABC's of Tape Recording (20805)

PRODUCER: _____

DISTRIBUTOR (S): Howard W. Sams and Co., IncADDRESS: 4300 West 62nd streetIndianapolis, Indiana 46268PHONE: (317) 291-3100PURCHASE X

FREE _____

RENTAL _____

PRICE \$2.95 list., \$2.21 education

PRICE _____

MEDIA CONTENT AREA: Tape recordingMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Fundamentals of tape recorders design and operationDESCRIPTION: This book explains the fundamentals of tape recorder design and operations in easy-to-understand language

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio Visual Education (B1043) "tips on tape"
PRODUCER: Kent State University
DISTRIBUTOR (S): National Center for Audio Tapes
ADDRESS: Bureau of AV Instruction - University of Colorado
Stadium Building, Room 320., Boulder, Colorado 80302
PHONE: (303) 492-7341

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$2.35 **PRICE** _____

MEDIA CONTENT AREA: Tape

MEDIA PACKAGE FORMAT: _____

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Tape player

CONTENTS OF PACKAGE: _____

DESCRIPTION: 15 min - describes the various types of A-V equipment
available to teachers.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Magnetic Sound Recording for Motion Pictures

PRODUCER: _____

DISTRIBUTOR (S): Eastman Kodak CoADDRESS: Box 454Rochester, New York 14650PHONE: (716) 325-2000PURCHASE X FREE _____ RENTAL _____PRICE \$1.25 PRICE _____MEDIA CONTENT AREA: Sound recording - moviesMEDIA PACKAGE FORMAT: pamphlet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Techniques of sound recordingDESCRIPTION: Describes basic techniques, such as use of current
equipment, script preparation, shooting for sound, recording sound,
and editing

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Make Quality Instructional Cassette Tape RecordingsPRODUCER: Word Making ProductionsDISTRIBUTOR (S): Dale PettincerADDRESS: 2722 Polk StreetSan Francisco, California 94109PHONE: (415) 776-5413PURCHASE X FREE _____ RENTAL _____PRICE \$8 PRICE _____MEDIA CONTENT AREA: Cassette Tapes

MEDIA PACKAGE FORMAT: _____

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: _____

DESCRIPTION: This cassette is for the person who wants to learn
more about cassette equipment and development, excellent recording
techniques. Program for individuals in the area of speech

MEDIA TRAINING KITS AND MATERIALS

TITLE: Magnetic Recorder

PRODUCER: _____

DISTRIBUTOR (S): Audio-Visual Utilization CenterADDRESS: 5443 Cass Avenue - Wayne State UniversityDetroit, Michigan 48202PHONE: (313) 577-1980PURCHASE _____ FREE _____ RENTAL XPRICE _____ PRICE \$3.55MEDIA CONTENT AREA: Magnetic recorderMEDIA PACKAGE FORMAT: Film - Black and white, 19 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector,ScreenCONTENTS OF PACKAGE: Uses, characteristics, editing, splicing

DESCRIPTION: Opens with a variety of ways in which the magnetic recorder
can be used in schools, churches and industry. An animated sequence
illustrates the characteristics of magnetic recorders and shows the
methods of recording directly from a radio and methods of editing
and splicing.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Pictorial Guide to Tape Recorder RepairsPRODUCER: Belt (Author)DISTRIBUTOR (S): TAB BooksADDRESS: Blue Ridge Summit, Pennsylvania 17214PHONE: (717) 794-2191PURCHASE X FREE RENTAL PRICE hardbound \$7.95., paperbound \$4.95 PRICE MEDIA CONTENT AREA: Tape recordersMEDIA PACKAGE FORMAT: Book - 256 pages, 320 photosEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: How to disassemble, clean, maintain, trouble-
shoot, diagnose, repair, and reassemble tape recordersDESCRIPTION: Photos and a step-by-step test show you how to
disassemble, clean maintain, troubleshoot; diagnose, repair and re-
assemble any tape recorder or player. Covers reel-to-reel stereo and
4-channel tape deck, dictation recorders, portable and home-type cassette
machines (including Dolby-ized models), and home as well as auto 8-track
cartridge players and recorders. Also covers cleaning and adjusting heads;
repairing the power supply, splicing, speaker phasing, noise suppression,
and many other topics

MEDIA TRAINING KITS AND MATERIALS**TITLE:** Tape Recording - A Manual for the Recording of Educational Materials**PRODUCER:** National Braille Association**DISTRIBUTOR (S):** The Library of Congress, Division for the Blind and Phy. Handicapped**ADDRESS:** 1291 Taylor Street., North WestWashington D.C., 20542**PHONE:** (202) 882-5500**PURCHASE** _____**FREE** _____**RENTAL** _____**PRICE** _____**PRICE** _____**MEDIA CONTENT AREA:** Tape Recording**MEDIA PACKAGE FORMAT:** Manual - 21 pages**EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:** _____**CONTENTS OF PACKAGE:** Preparing to Record, Instructions for Recording,
Maintenance and Repairs**DESCRIPTION:** This manual is a complete guide to the tape recording
of Instructional Materials, in particular for use by the Visually
Handicapped. Topics covered include preparing to record by selecting
a location, how to operate the recorder, preparing the reel of tape,
indexing and labelling. The chapter of instructions for recording
covers previewing the material, recording techniques and how to record
punctuation so that it is understandable. Maintenance and repairs
include splicing tapes and first aid for sick tape recorders.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Tape Recording for Instruction, No. 3260PRODUCER: Indiana UniversityDISTRIBUTOR (S): Lifelong Learning, University ExtensionADDRESS: University of CaliforniaBerkeley, California 94720PHONE: (415) 642-4124PURCHASE X FREE RENTAL PRICE \$5 PRICE MEDIA CONTENT AREA: Tape recordingMEDIA PACKAGE FORMAT: 16mm film, 15 minutes, black and whiteEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projectorCONTENTS OF PACKAGE: Basic techniques of making tape recordings,
use in classroomDESCRIPTION: The film shows the basic techniques of making good
tape recordings and suggests various methods of utilizing these
recordings in instructional situations. Operation of the recorder,
editing and splicing tapes are included topics.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Tape Recording for the Hobbyist (20533)

PRODUCER: _____

DISTRIBUTOR (S): Howard W. Sams and Co., IncADDRESS: 4300 West 62nd StreetIndianapolis, Indiana 46268PHONE: (317) 291-3100PURCHASE X

FREE _____

RENTAL _____

PRICE \$3.95 list., \$2.96 education

PRICE _____

MEDIA CONTENT AREA: Tape recordingMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Microphones, sound effects, battery powered portable recorders, maintenance

DESCRIPTION: Gives useful tips on microphones, special sound effects, candid recordings, correspondence by recording, versatility of battery - powered portable recorders, tape editing, producing your own program, synchronizing sound on tape, and tape and recorder maintenance

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Tape Recorder

PRODUCER: Robert Sloan, Jr

DISTRIBUTOR (S): Instructional Media Center (VIB)

ADDRESS: P.O. Drawer W - University of Texas at Austin

Austin, Texas 78712

PHONE: (512) 471-3434

PURCHASE X **FREE** **RENTAL**

PRICE \$2 **PRICE**

MEDIA CONTENT AREA: Tape Recorder

MEDIA PACKAGE FORMAT: Handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Chapters include: Its Applications and Uses,
Techniques of Operation

DESCRIPTION: This handbook, in the "Bridges for Ideas" series,
was designed to help the classroom teacher to use the tape recorder
as a basic tool for teaching. It incorporates information about the
basic components of recording equipment and accessories and describes
successful recording techniques. Its uses range from speech therapy
and shut-in students to social studies, biology, dramatics, and music.
Also available: Basic Design and Utilization of Instructional
Television - \$2.50., Better Bulletin Boards - \$2.50., Designing
Instructional Visuals: Theory, Composition, Implementation - \$2.50.,
Local Production Techniques - \$2.50., The Overhead System: Production,
Implementation, Utilization - \$2.50., The Tape Recorder - \$2.50., Using
ear Sheets - \$2.50

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio Visual Teaching Machines

PRODUCER: Lloyd Dorsett (author)

DISTRIBUTOR (S): Educational Technology Publications

ADDRESS: 140 Sylvan Avenue

Englewood, New Jersey 07632

PHONE: (201) 871-4007.

PURCHASE X **FREE** **RENTAL**

PRICE \$3.95 PRICE

MEDIA CONTENT AREA: Teaching machines

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Selection, use, pros and cons various
methods of presentation

DESCRIPTION: The author feels that the technology for audio visual teaching machines is readily available, and at relatively low cost.
He offers cost estimates for various options and suggests desirable properties to look for in any device on the market or proposed for future delivery. He gives practical suggestions for programming and reviews the pros and cons of various methods of presenting materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Guide: Fundamentals of Teaching Machines and Programmed Learning Systems.

PRODUCER: Dr. Leonard Slivern (author)

DISTRIBUTOR (S): Education and Training Consultants, Co.

ADDRESS: Box 49
Los Angeles, California 90049

PHONE: (213) 472-2444

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$5.00 **PRICE** _____

MEDIA CONTENT AREA: Teaching machines and programmed learning.

MEDIA PACKAGE FORMAT: Book-110 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Fundamentals of teaching machines and programmed learning systems.

DESCRIPTION: This is the guide which gives an overview of a fundamentals course which requires about 40 hours for completion. The guide is used primarily by directors and administrators who wish to examine the terminal behavioral objectives of the course and the validation data without actually taking the course itself. The guide outlines the origins of fundamentals, general objectives, synthesis of job performance standards, tryout. It is useful for university courses in curriculum development, applied learning psychology, AV education and instructional technology. The course instructs the subject of programmed learning by using programmed learning methods.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Example of a Teaching MachinePRODUCER: Wayne StateDISTRIBUTOR (S): Wayne State University A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-2424PURCHASE _____ FREE _____ RENTAL XPRICE _____ PRICE \$2.00MEDIA CONTENT AREA: Teaching machinesMEDIA PACKAGE FORMAT: Filmstrip, 62 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Example of actual programDESCRIPTION: This filmstrip is designed to be used as an example
of an actual self-instructional teaching machine program.

MEDIA TRAINING KITS AND MATERIALS**TITLE:** Preparing for Computer Assisted Instruction**PRODUCER:** Charles Dyer, (author)**DISTRIBUTOR (S):** Educational Technology Publications**ADDRESS:** 140 Sylvan AvenueEnglewood Cliffs, New Jersey 07632**PHONE:** (201) 871-4007**PURCHASE** X **FREE** _____ **RENTAL** _____**PRICE** \$3.95 **PRICE** _____**MEDIA CONTENT AREA:** Computers**MEDIA PACKAGE FORMAT:** Book**EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:** _____**CONTENTS OF PACKAGE:** Operation of computer, how to write lessons,
references**DESCRIPTION:** This book is a complete introduction to computers and
their uses in education. Illustrated, the book explains how a
computer works, how it is programmed, how to write CAI lessons,
where further information can be obtained, how to organize a
reference file of data about computers in education. Recommended
as a basic work for persons new to computers.

MEDIA TRAINING KITS AND MATERIALS

TITLE: REACT and the Computer in Education

PRODUCER: Northwest Regional Educational Laboratory

DISTRIBUTOR (S): Technical Education Corporation

ADDRESS: 1864 South State Street, Suite 100

Salt Lake City, Utah 84115

PHONE: (801) 486-3111

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE Each bk. \$1.95 **PRICE** _____

MEDIA CONTENT AREA: Computers

MEDIA PACKAGE FORMAT: books, inservice course

course length 30 hours

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Computers in education, flowcharts and

algorithms, programming, teletype, BASIC, computers in schools,

designed for 25 participants

DESCRIPTION: This course introduces the teacher and administrator
to basic computer concepts, 1) REACT and the Computer in Education
an introduction, functions of a computer system and its hardware
and software components, 2) Flow charts and Algorithms explores
problem-solving techniques with particular emphasis on the algorithms
approach and flowcharting, 3) Man-Machine Languages introduces
computer programming, 4) Using the Teletype instructs the reader
by a progression of "hands-on" steps at the Keyboard,
5) The Social Impact of Computers in areas of creativity, privacy
of information in retrieval system, and the computer utility.

6) Teach Yourself BASIC I using a terminal connected to a time sharing system the user is guided through a series of exercises designed to allow him to learn to program BASIC. 6a) Teach Yourself BASCI II. 7) Computers in Instruction areas of instruction in computers, problem-solving, simulation, computer-managed instruction and computer assisted instruction. 8) Computers in School Administration range of applications, an on-line salary negotiation program is presented as an example of an administrative planning tool. 9) Computers in Guidance, Testing and Libraries, systems which have been developed by those in guidance, college selection, test analysis and library administration. 10) REACT unit tests, suitable for pre- and posttests.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Sign On Sign Off

PRODUCER: Penn State

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California

Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$8.50 **PRICE** _____

MEDIA CONTENT AREA: Computers

MEDIA PACKAGE FORMAT: 16mm film, color, 24 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16 mm projector

CONTENTS OF PACKAGE: Basic methods of computer assisted instruction
advantages, uses .

DESCRIPTION: The basic methods of computer-assisted instruction (CAI)
are presented in non-technical terms to introduce the importance and effecti-
veness of computers as a learning source for individual students. Because
the student-teacher ratio is 1 to 1, because the machine is flexible, accurate
fast, and has a vast amount of readily available material, CAI is efficient
and effective. An animated diagram shows how the system works with the
student at his booth with his tape recorder, TV set, and input board.
The computer poses a question and helps the student find his answer through
a series of aids. Short descriptions of tutorial and inquiry methods of
Computer-assisted instruction are presented. Though some of the audio
portion is distorted, the film is on the whole instructive.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching MachinesPRODUCER: Wayne StateDISTRIBUTOR (S): Wayne State University, AV Utilization CenterADDRESS: 5448 Cass Avenue,Detroit, Michigan 48202PHONE: (313) 577-2424PURCHASE _____ FREE _____ RENTAL XPRICE _____ PRICE \$4.40MEDIA CONTENT AREA: Teaching MachinesMEDIA PACKAGE FORMAT: Film, 29 minutes, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Teaching machines, programmed materials

DESCRIPTION: B.F. Skinner explains the theory of programmed learning, Arthur
Lumsdaine describes a variety of teaching machines and programmed materials;
and Rober Glaser discusses the implication of such machines and materials
for education.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The CAI Author InstructorPRODUCER: I. C. MeredithDISTRIBUTOR (S): Educational Technology PublicationsADDRESS: 140 Sylvan AvenueEnglewood Cliffs, New Jersey 07632PHONE: (201) 871-4007PURCHASE XFREE RENTAL PRICE \$5.95PRICE MEDIA CONTENT AREA: ComputersMEDIA PACKAGE FORMAT: BooksEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: How to use computer technology in the classroom

DESCRIPTION: An easy to understand book designed for teachers who
wish to try their hand at writing course material for presentation
via computers. The author penetrates the mystique of the computer
to reveal how any competent teacher successfully utilize
computer technology. Included are details of dialogue writing,
preparing the course syllabus, frame writing.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Designing for Projection

PRODUCER: _____

DISTRIBUTOR (S): Eastman Kodak CompanyADDRESS: Department 640-B, 343 State StreetRochester, New York 14650PHONE: (716) 325-2000PURCHASE _____ FREE X RENTAL _____

PRICE _____ Showing PRICE _____

MEDIA CONTENT AREA: A-V facilitiesMEDIA PACKAGE FORMAT: Sound slide program - 80 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Slide projector,cassette or open reel tape player

CONTENTS OF PACKAGE: _____

DESCRIPTION: Strategies utilized in designing materials forprojection purposes

MEDIA TRAINING KITS AND MATERIALS

TITLE: Designing Instructional Visuals

PRODUCER: Jerry Mac Linker

DISTRIBUTOR (S): Instructional Media Center (VIB)

ADDRESS: Univ. of Texas at Austin., P.O. Drawer W, Univ. Station
Austin, Texas 78712

PHONE: (512) 471-3434

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$2.50 **PRICE** _____

MEDIA CONTENT AREA: Visual Media and Local Production

MEDIA PACKAGE FORMAT: Handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Visual analysis, design. Printed language
added

DESCRIPTION: This is a general handbook which discusses the need
for and psychology of instructional visual material in the classroom.
Characteristics of visuals and their integration and the reasons for
adding printed language are treated. The systems approach is advocated
in the designing of and appropriate use of visual materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Made an Effective Visual Presentation

PRODUCER: _____

DISTRIBUTOR (S): VariTyper CorporationADDRESS: Newark, New Jersey

PHONE: _____

PURCHASE _____

FREE _____

RENTAL _____

PRICE _____

PRICE _____

MEDIA CONTENT AREA: Visual presentationsMEDIA PACKAGE FORMAT: 35mm film strip and scriptEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: _____

DESCRIPTION: _____

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Prepare a Presentation

PRODUCER: Image and Sound

DISTRIBUTOR (S): National School Public Relations Association

ADDRESS: 1801 North Moore Street

Arlington, Virginia

PHONE: (703) 528-5840

PURCHASE X

FREE

RENTAL

PRICE **\$18.00**

PRICE

MEDIA CONTENT AREA: Using media in classroom presentations

MEDIA PACKAGE FORMAT: Filmstrip-color, 35mm, 60 frame, sound;

two copies of script, choice of record or tape cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
record or cassette player

CONTENTS OF PACKAGE: Planning, designing, producing, and presenting

DESCRIPTION: This filmstrip and narration gives basic principles of audiovisual communication. Includes tips on: organizing your content and tailoring it to meet the needs of different types of audiences, choosing the best medium - the basic kinds of visual materials and how to use them, writing the script, making charts and diagrams, the best type and lettering for readability, easy ways to make slides of art, words, photos, specimens, textbook materials, the key to making diagrams that get your idea across clearly and quickly

MEDIA TRAINING KITS AND MATERIALS

TITLE: Planning and Producing Audiovisual Materials

PRODUCER: Jerrold E. Kemp (author)

DISTRIBUTOR (S): Chandler Publishing Company (1968)

ADDRESS: 124 Spear Street

San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE		X	FREE		RENTAL	
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414						

PRICE \$8.95 PRICE

MEDIA CONTENT AREA: A-V materials - 251 pages

MEDIA PACKAGE FORMAT: _____

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Chapters include: planning A-V materials,
photography, graphics, recording sound, filmstrips, overhead trans-
parencies, TV

DESCRIPTION: This book begins with the background and theory of
audiovisual communications and then discusses the planning of
audiovisual materials. The last sections concern the skills
involved including photography, graphics, and recording sound, and
the actual production of A-V materials such as photographic print
series, slide series, filmstrips, tape recordings, overhead trans-
parencies, motion pictures, and TV and display materials. The
appendix lists references, sources for equipment and materials,
services available, and even a glossary

MEDIA TRAINING KITS AND MATERIALS

TITLE: Preparation of Inexpensive Teaching MaterialsPRODUCER: John E. Morlan (author) (1963)DISTRIBUTOR (S): Chandler Publishing CompanyADDRESS: 124 Spear StreetSan Francisco, California 94105PHONE: (415) 433-4880PURCHASE XFREE RENTAL PRICE \$3.25PRICE MEDIA CONTENT AREA: Visual teaching materialsMEDIA PACKAGE FORMAT: BookEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Still projection, mounting tape recording

DESCRIPTION: This book provides clear, well illustrated instructions
for preparing a wide variety of teaching materials. Materials and
processes described include still projection, mounting and preserving,
lettering, bulletin-board utilization, display and study devices,
chalkboard and charting, dramatization devices, maps, models, mockups
and tape recording

MEDIA TRAINING KITS AND MATERIALS

TITLE: Producing a Multi-media PresentationPRODUCER: Kathleen Dobberstein and Kathleen DrzickDISTRIBUTOR (S): National Council of Teachers of EnglishADDRESS: 1111 Kenyon RoadUrbana, Illinois 61801PHONE: (217) 328-3870PURCHASE X FREE _____ RENTAL _____PRICE \$1.00 PRICE _____MEDIA CONTENT AREA: Multi-mediaMEDIA PACKAGE FORMAT: Booklet - 24 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: How to use many types of media and instruction

DESCRIPTION: Authors discuss how they developed a multi-media presentation using a poem, slides, and a recorded soundtrack, offering many helpful suggestions on equipment, scheduling, where to seek advice, etc...

MEDIA TRAINING KITS AND MATERIALS

TITLE: Simplified Techniques for Preparing Visual Instructional MaterialsPRODUCER: Ed Minor (author)DISTRIBUTOR (S): Webster / McGraw HillADDRESS: Manchester RoadManchester, Missouri 63011PHONE: (314) 227-1600PURCHASE XFREE RENTAL PRICE \$3.16PRICE MEDIA CONTENT AREA: Graphics, photography, transparenciesMEDIA PACKAGE FORMAT: Book - 123 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:
CONTENTS OF PACKAGE: Mounting, lettering, visual techniques,
photographs and non-photographic transparencies
DESCRIPTION: A manual of techniques necessary for the preparation
of visual instructional materials. Helpful to the teacher without
skills in art, graphic art, and photographic techniques and to the
more experienced practitioner seeking new approaches to production
problems. Emphasis is on simplicity. Main sections cover mounting,
lettering, visual techniques, color and texture techniques, photo-
graphic transparencies, plus a number of appendices

MEDIA TRAINING KITS AND MATERIALS

TITLE: Techniques for Producing Visual Instructional Media

PRODUCER: Ed Minor and Harvey R. Frye (authors)

DISTRIBUTOR (S): Webster / McGraw Hill

ADDRESS: Manchester Road

Manchester, Missouri 63011

PHONE: (314) 227-1600

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$8.55 **PRICE** _____

MEDIA CONTENT AREA: Filmstrips, slides, overhead transparencies

MEDIA PACKAGE FORMAT: Book - 305 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Instructions in local production of visual instructional media, reference section

DESCRIPTION: Focuses of production techniques in developing audio-visual teaching aids. Clearly and simply written to permit self-instruction. An added feature is text's comprehensive references section including a glossary, annotations to related publications, addresses of suppliers, and a materials and equipment index

MEDIA TRAINING KITS AND MATERIALS

TITLE: Dry Mounting

PRODUCER: _____

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 140 Lower Westfield Road

Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$14.00 **PRICE** _____

MEDIA CONTENT AREA: Student manual \$2.00
Dry Mounting

MEDIA PACKAGE FORMAT: Set: one filmstrip, 51 frames, record, student manual, basic educational graphics

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: filmstrip projector, record player

CONTENTS OF PACKAGE: Use of dry mount press; treatment of tear sheets prior to dry mounting, use of cover sheet, tacking iron, cutter, matting, framing.

DESCRIPTION: This set provides instruction in the use of the dry mount press. It discusses the treatment of tear sheets and other materials prior to dry mounting. Examples show the use of cover sheet, tacking iron, cutter, matting, and framing. Other topics are advantages of dry mounting, instructional materials, equipment and material necessary, operation, correcting errors, large charts. For individual instruction or as assistance in demonstrations or lectures

MEDIA TRAINING KITS AND MATERIALS**TITLE:** Dry Mounting and Laminating Pictures**PRODUCER:** Robert Pryor, Robert Horn**DISTRIBUTOR (S):** BFA Educational Media**ADDRESS:** 2211 Michigan AvenueSanta Monica, California 90404**PHONE:** (213) 829-2901**PURCHASE** X**FREE** **RENTAL** X**PRICE** \$110.00**PRICE** \$6.50**MEDIA CONTENT AREA:** Dry mounting and lamination**MEDIA PACKAGE FORMAT:** 16mm color film**EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:** 16mm projector**CONTENTS OF PACKAGE:** Dry mounting and laminating methods, techniques
for captions and permanent pin holes**DESCRIPTION:** The film illustrates dry mounting and plastic lamination
methods using a dry press, tacking iron and household iron. Techniques
for applying captions and punching permanent pin holes to create
professional looking study guides are demonstrated.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Dry Mounting Starter Kit

PRODUCER: EMI

DISTRIBUTOR (S): Educational Media, Inc.

ADDRESS: 809 Industrial Way, P.O. Box 39

Ellensburg, Washington 98926

PHONE: (509) 962-2578

PURCHASE X **FREE** **RENTAL**

PRICE \$2.95 no manual **PRICE**

MEDIA CONTENT \$3.60 with manual, 85¢ no kit
mounting

MEDIA PACKAGE FORMAT: kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: scissors, pictures

CONTENTS OF PACKAGE: Materials needed to introduce personnel to basic
mounting process for up to five participants.

DESCRIPTION: Kit can be used in basic production workshops or courses
as well as to introduce building personnel to mounting techniques. Complete
and well-illustrated manual provides step-by-step directions. Kit includes:
5 sheets of Chartex, 8 1/2 x 11", 10 sheets of dry mount tissue,
5 sheets of laminating film, 5 sheets of mounting board 8 1/2 x 11",
1 instruction manual.

MEDIA TRAINING KITS AND MATERIALS**TITLE:** Dry Mount Your Teaching Picture**PRODUCER:** Syracuse University**DISTRIBUTOR (S):** Yeshiva University, A-V Center Film Library**ADDRESS:** 526 West 187 StreetNew York, New York**PHONE:** (212) SW56460**PURCHASE** _____**FREE** _____**RENTAL** X**PRICE** _____**PRICE** \$2.50**MEDIA CONTENT AREA:** Dry mounting**MEDIA PACKAGE FORMAT:** Film, black and white, 10 minutes**EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:** projector, screen**CONTENTS OF PACKAGE:** Procedure for dry mounting, advantages, and uses

DESCRIPTION: The use of dry mount tissue and an ordinary iron enables a teacher to mount for classroom use, a variety of valuable teaching pictures collected from many sources. This film shows, step-by-step, the simple procedure required for this type of mounting and indicates the number of advantages, to the students, of still pictures in the classroom.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films on A-V Production Techniques-Mounting

PRODUCER: Instructional Media Productions, Jerrold Kemp

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street

San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE X **FREE** **RENTAL**

PRICE \$8.00 each **PRICE**

MEDIA CONTENT AREA: Mounting

MEDIA PACKAGE FORMAT: 11 black and white films, with purchase of
2 or more films, Instructional Guide is included

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 8mm projector

CONTENTS OF PACKAGE: Dry mounting, using laminating film, rubber
cement mounting, cloth mounting, setting grommets.

DESCRIPTION: The films are slow paced. Close-ups of details are shown
wherever desirable. 1) Dry Mounting Press, 3 minutes, using a dry
mount press and dry mount tissue to mount a magazine picture on
cardboard. 2) Dry Mounting Handiron 3 minutes, using hand iron
and dry mount tissue to mount a magazine picture on cardboard.
3) Permanent Rubber Cement Mounting 4 minutes, using rubber cement
on the back of a picture and on cardboard to permanently mount a
magazine picture. 4) Mounting, a Two-Page Story 4 minutes
dry mounting a picture that extends across two separate pages in
magazine. 5) Mounting a Cut-Out Picture. 3 minutes, dry mounting

a picture that requires removal of advertising or other matter from the page around the picture. 6) Mounting: Overcoming Dry Mounting Problems, 2 minutes, preventing the formation of bubbles when dry mounting and what to do if they appear after mounting. 7) Mounting

Using Laminating Film, 4 minutes 45 seconds. dry mounting a mylar film, for protection, over the surface of a mounted picture. Shows other uses for laminating film. 8) Cloth Mounting (roll) 4 minutes dry mounting a large map in one piece on Chartex cloth for rolling during storage. 9) Cloth Mounting (fold) Part I 4 minutes. 10) Cloth Mounting (Fold) Part II 4 minutes 10 seconds. dry mounting a large map, separated into sections, on Chartex cloth for folding during storage. 11) Mounting: Setting Grommets 2 minutes 55 seconds. setting metal grommets (rings) in a cloth-backed map for ease of display.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Laminating

PRODUCER: _____

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Mass. 01040

PHONE: (413) 536-8380

PURCHASE X FREE _____ RENTAL _____

PRICE \$14.00 PRICE _____

Student manual \$2.00

MEDIA CONTENT AREA: Laminating

MEDIA PACKAGE FORMAT: Set: one filmstrip, 49 frames, record, student manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector
record player

CONTENTS OF PACKAGE: Instructions in laminating instructional materials using the dry mount press.

DESCRIPTION: This set provides instruction in laminating instructional materials using the dry mount press. Advantages of laminating instructional materials, two types of laminating film, set up of dry mount press, laminating film to prepare an instructional print, operating a dry mount press for laminating regular prints and glossy photographs, and laminating large items section by section are topics included. For individual instruction or in use for demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Local Production Learning Packages

PRODUCER: EMI

DISTRIBUTOR (S): Educational Media, Inc.

ADDRESS: 809 Industrial Way, P. O. Box 39

Ellensburg, Washington 98926

PHONE: (509) 962-2578

PURCHASE **X**

FREE _____

RENTAL

PRICE \$8.50

PRICE

MEDIA CONTENT AREA: Lettering, Lamination, Dry Mounting

MEDIA PACKAGE FORMAT: Workbook, loose leaf containing 54 self
help cards, self instructional

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Lettering, mounting, laminating, grid enlargement and reduction, accordion book, two copies of each set of directions
to be cut apart and mounted to form individual learning packages.

DESCRIPTION: Each self-help card contains: a production task, a definition of the project, step-by-step procedures, helpful hints, source and cost of materials, evaluation criterion for the project.

Representative titles are: Wrico lettering, speedball hand lettering,

Podge lamination, Seal-lamin lift, Grid enlargement/reduction,
dry mount tissue, Accordion book.

MEDIA TRAINING KITS AND MATERIALS

TITLE: MountingPRODUCER: Kenneth GetschowDISTRIBUTOR (S): Special Education Instructional Media CenterADDRESS: Contra Costa County Dept. of Education1741 Contra Costa BoulevardPHONE: Pleasant Hill, California 94523 (415) 689-4212

PURCHASE _____ FREE _____ RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: Mounting with rubber cementMEDIA PACKAGE FORMAT: leaflet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Principle, procedure, details of mounting

DESCRIPTION: This leaflet describes the principle behind temporary and permanent mounting with rubber cement. The procedure and details for success in permanent mounting are outlined.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Passe Partout Framing

PRODUCER: _____

DISTRIBUTOR (S): Audio Visual Utilization Center

ADDRESS: 5448 Cass Avenue

Wayne State University, Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE _____ **FREE** _____ **RENTAL** X

PRICE _____ **PRICE** \$2.40

MEDIA CONTENT AREA: Mounting and framing

MEDIA PACKAGE FORMAT: Film, color, 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector, screen

CONTENTS OF PACKAGE: Passe partout framing method, mounting, displaying, filing materials

DESCRIPTION: Shows how flat and three dimensional materials are framed by the passe partout method. Animation and life photography detail the procedures for framing a picture and for mounting and framing a Cecropia moth. Includes suggestions for displaying and filing materials mounted with this method.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Slide Series: Pictures for Teaching

PRODUCER: Instructional Media Productions

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street

San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE X **FREE** **RENTAL**

PRICE \$14.00 **PRICE**

MEDIA CONTENT AREA: Introduction to picture mounting

MEDIA PACKAGE FORMAT: 36 2x2" color slides and script

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

slide projector

CONTENTS OF PACKAGE: Picture mounting sources, uses, filing

methods, examples

DESCRIPTION: A series of color slides that serve as an introduction
to picture mounting. The slides show sources for pictures,
criteria for picture selection, filing methods, uses for pictures, and
examples of mounted pictures. A script is included that describes content
of slides and suggests narration

MEDIA TRAINING KITS AND MATERIALS

TITLE: AV Films: Projection and Tape Recording

PRODUCER: _____

DISTRIBUTOR (S): Audio-Visual Utilization Center

ADDRESS: 5448 Cass Avenue

Wayne State University Detroit, Mich. 48202

PHONE: (313) 577-2424

PURCHASE _____ FREE _____ RENTAL X

PRICE _____ PRICE Listed Individually below

MEDIA CONTENT AREA: Projection, still and movies; tape recording

MEDIA PACKAGE FORMAT: Film-b/w, 7 minutes each

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector,

Screen

CONTENTS OF PACKAGE: Operation of still and movie projectors, splicing,
tape recording

DESCRIPTION: The films and their rental prices are:

The Projectionist's Job-basic responsibilities - \$1.50

Splicing Motion Picture Film-proper technique - \$1.50

Threading the Kodak Pageant Projector-16mm motion picture projector - \$1.50

The Tape Recorder-operation and uses - \$1.50

Principles of the 16mm Motion Picture Projector - uses - \$1.50

Opaque Projector - functions and uses - \$1.50

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Production Techniques for Motion Pictures (153-8065)PRODUCER: KodakDISTRIBUTOR (S): Eastman Kodak CompanyADDRESS: Dpt. 454Rochester, N. Y. 14650PHONE: (716) 325-2000PURCHASE X FREE RENTAL PRICE \$2.00 PRICE MEDIA CONTENT AREA: Producing moviesMEDIA PACKAGE FORMAT: BookEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: How to produce moviesDESCRIPTION: Basic "how-to" information for business, education
government, industry, medicine, television

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Tilting and Animation for Motion PicturesPRODUCER: KodakDISTRIBUTOR (S): Eastman Kodak CompanyADDRESS: Box 454Rochester, N. Y. 14650PHONE: (716) 325-2000PURCHASE X FREE _____ RENTAL _____PRICE \$1.95 PRICE _____MEDIA CONTENT AREA: Motion PicturesMEDIA PACKAGE FORMAT: Pamphlet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Equipment needed, directions for animationDESCRIPTION: Addressed to the small-scale producer oftitles and/or animated films, such as a teacher, trainer, in-plant
photography. Sources of equipment needed, bibliography, glossary.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Behind the CameraPRODUCER: William Kuhns and Thomas F. GiardinoDISTRIBUTOR (S) Pflaum/StandardADDRESS: 38 West Fifth StreetDayton, Ohio 45402

PHONE: _____

PURCHASE x FREE _____ RENTAL xPRICE \$3.70 PRICE \$10.00 Copy of "Sparrow"MEDIA CONTENT AREA: FilmmakingMEDIA PACKAGE FORMAT: Book with accompanying film (16mm, b/w, 10 minutes)EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projectorCONTENTS OF PACKAGE: How to make a film for novices; production,
lighting, sound, editing

DESCRIPTION: A basic book for beginners which leads them over the
technical hurdles of production, lighting, sound, editing, camera setup,
lenses, preparing the script, cost and evaluation of systems. A
log kept by a group of Pittsburgh High School Students follows the
technical instruction and describes their step-by-step production
of a film titled "Sparrow". The book concludes with a critical
evaluation of the film given by the author and two University of Texas
instructors in Advanced Filmmaking

MEDIA TRAINING KITS AND MATERIALS

TITLE: Bring the World to the Classroom

PRODUCER: Britannica Films

DISTRIBUTOR (S): Britannica Educational Films

ADDRESS: 2494 Teagarden Street

San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X FREE _____ RENTAL X

PRICE \$130.00 PRICE \$7.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film - b/w - 19 minutes

Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

or video cassette player, screen

CONTENTS OF PACKAGE: Advantages and proper utilization of classroom films.

DESCRIPTION: Presents carefully selected excerpts from EBE films to illustrate the power of the classroom film in overcoming limitations to learning such as remoteness in space and time, size, verbalism, abstractions, inadequate equipment, and various unique motion picture techniques which facilitate learning. Stresses the need for proper utilization of classroom films.

MEDIA TRAINING KITS AND MATERIALS**TITLE:** Choosing a Classroom Film**PRODUCER:** McGraw-Hill**DISTRIBUTOR (S):** Lifelong Learning, University Extension**ADDRESS:** University of CaliforniaBerkeley, California 94720**PHONE:** (415) 642-4124**PURCHASE** X **FREE** _____ **RENTAL** _____**PRICE** \$6.00 **PRICE** _____**MEDIA CONTENT AREA:** Film**MEDIA PACKAGE FORMAT:** 16mm film, 18 minutes**EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:** 16mm projector**CONTENTS OF PACKAGE:** Choosing a film; techniques such as photomicrography, time-lapse photography, animation.

DESCRIPTION: This film illustrates the selectivity which teachers should apply in choosing films for classroom use. It points out the unique advantages of various types of educational films and their photographic techniques. It emphasizes the fact that a film should be chosen to meet the teacher's goals for the class and help complete the behavior changes desired in the students. Techniques illustrated are: photomicrography, time-lapse photography, dramatic portrayals, animation. The drama of past or current happenings can be recreated and preserved for future study as often as is necessary.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Facts About Film

PRODUCER: Wayne State University

DISTRIBUTOR (S): Audio-Visual Utilization Center

ADDRESS: 5448 Cass Avenue
Wayne State University, Detroit, Mich. 48202

PHONE: (313) 577-1980

PURCHASE _____ FREE _____ RENTAL X

PRICE _____ PRICE \$2.15

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: Film-b/w. 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector. Screen

CONTENTS OF PACKAGE: Characteristics of 35mm and 16mm motion picture
film

DESCRIPTION: Presents the characteristics of 35mm and 16mm motion picture
film, explains the operation of 16mm projectors, and shows what to do
and what not to do in handling and projecting film. Shows some humor.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Film in the Classroom-Why Use It-How to Use It

PRODUCER: Ralph J. Amelio

DISTRIBUTOR (S): Pflaum/standard

ADDRESS: 38 West Fifth Street

Dayton, Ohio 45402

PHONE: _____

PURCHASE X FREE _____ RENTAL _____

PRICE \$4.75 PRICE _____

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Organization and operation of a successful film
study program

DESCRIPTION: This book reports in detail on how the "Willowbrook
Cinema Study Project", originated, nourished and was
brought to a flourishing state at Willowbrook High School
Villa Park, Illinois, by Amelio and his colleagues
Includes goals and structure of the program, units of
study written for it, evaluation, and other information
about the organization and operation of a film study program.

MEDIA TRAINING KITS AND MATERIALS**TITLE:** Film Learning and Research**PRODUCER:** Walter A. Wittich**DISTRIBUTOR (S):** Lifelong Learning, University Extension**ADDRESS:** University of CaliforniaBerkeley, California 94720**PHONE:** (415) 642-4124**PURCHASE** X **FREE** _____ **RENTAL** _____**PRICE** \$4.00 **PRICE** _____**MEDIA CONTENT AREA:** Film**MEDIA PACKAGE FORMAT:** 14 minute 16mm film**EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:** 16mm projector**CONTENTS OF PACKAGE:** How the use of well selected teaching films has improved instruction.

DESCRIPTION: This film presents a digest of basic film research which explains how the use of well selected teaching films has improved instruction. The research studies cited demonstrate the relationship of film use to student achievement and accomplishment in reading, science, social studies and related subjects. The information is shown through a combination of charts with appropriate photography of classroom learning situations involving children and their activities, both of which visualize the circumstances in which film learning referred to in the charts was accomplished. The film traces this relationship from the elementary grades through high school.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films Deliver: Teaching Creatively with Film

PRODUCER: Anthony Schillaci & John M. Culkin Editors

DISTRIBUTOR (S): Citation Press

ADDRESS: 904 Sylvan Avenue

Englewood Cliffs, N. J. 07632

PHONE: (201) 567-7900

PURCHASE	Y	FREE	RENTAL

PRICE	55.25	PRICE
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MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: Book - 352 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Use of film and TV in classroom. Finding films,
setting up facilities

DESCRIPTION: Description of processes and practices that underlie
successful use of film and TV in the classroom. Information on how
films can be integrated into school programs. Finding films that work,
setting up screening and projection facilities, and ordering and
renting. Also includes annotated, analytical filmographies of short and
feature films, bibliographies of books, periodicals and newsletters, lists
of distributors; study guides; and a film title index. Illustrated with
photographs.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Film Splicing with the Griswold and Harwald Splicers
Also with the Traid, B & H, and HFC Splicers
PRODUCER: Bailey Films

DISTRIBUTOR (S): Bailey Films, Inc.

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X each **FREE** **RENTAL** X

PRICE B/W \$45.00
Color \$85.00

PRICE color only \$5.00

MEDIA CONTENT AREA: Film splicing

MEDIA PACKAGE FORMAT: Films

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Handling film, determining when a splice is
necessary, operating splicer.

DESCRIPTION: These are two separate films designed for showing to
personnel in film libraries, individual schools, or wherever splicing
is done. Demonstrated are the handling of film in the projector and
on the rewinds, determining when a splice is necessary finding the emulsion
side, operating the splicer, using fresh cement and testing the splice.
These films are identical except for the splicers demonstrated. Each
film is 8 minutes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Film Tactics

PRODUCER: United World

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California

Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X FREE RENTAL

PRICE \$4.00 PRICE

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm, 22 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Includes preparation, effective utilization of
films, follow-up activities.

DESCRIPTION: This film was made by the Training Aids Section of the Navy
for the purpose of improving utilization of films for teaching purposes.
It is recommended for use with teacher training classes. Points stressed
are: 1. Preparation of the instructor-the previewing of the film and
the planning of the lesson before showing it to the class. 2.
Preparation of the students-preparing them for the materials they are
to see in the film. 3. Effective utilization of the film material.
4. Follow-up activities.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Animate A Gingerbread Boy

PRODUCER: Michael Warshaw (author)

DISTRIBUTOR (S): NEFC's Media Booknook

ADDRESS: Route 2

Finksburg, Md. 21048

PHONE: (301) 795-3000

PURCHASE X FREE RENTAL

PRICE \$8.00 PRICE

MEDIA CONTENT AREA: Film animation

MEDIA PACKAGE FORMAT: Book - 93 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Animation techniques, camera operation and lighting
necessary

DESCRIPTION: This book deals with one particular aspect of
filmmaking, namely animation—a technique suitable for the student or amateur
filmmaker. It explains in detail a wide spectrum of animation techniques.
It begins with the assumption that the reader has some basic knowledge
about the use of the motion picture camera, although it does cover those
aspects in camera operation and lighting that are pertinent to animation.
Illustrated.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Splice a Film

PRODUCER: AV section, Los Angeles City Schools

DISTRIBUTOR (S): Bailey Films, Incorporated

ADDRESS: 6509 De Longpre Avenue

Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X FREE RENTAL

PRICE \$6.00 PRICE

MEDIA CONTENT AREA: Film splicing

MEDIA PACKAGE FORMAT: Filmstrip

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: How to splice 16mm motion picture film -

one 38 frame color filmstrip boxed

DESCRIPTION: A practical, visual guide for all who must splice motion picture film. Shows the composition of 16mm sound film and the function of film cement. Demonstrates the handling of film in the projector and on the rewinds, determining when a splice is necessary, finding the emulsion side, operating a Griswold splicer, the importance of using fresh cement, and testing the splice.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Splice a Film

PRODUCER: Michigan State University

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** **RENTAL**

PRICE \$4.00 **PRICE**

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film, 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Tools, procedure, film cement, precautions

DESCRIPTION: Film splicing explained by means of demonstrations. The tools to use in splicing step-by-step procedure; testing for a good splice; checking film cement; examples of poor splices; precautions to avoid problems. Makes use of humor, montages, and progressive repetitions to point out errors to be avoided. Splicing sequences are shown from the film editor's viewpoint.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Use Classroom Films

PRODUCER: McGraw-Hill

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California

Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE 6.00 **PRICE** _____

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: 16mm film, 15 minues

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Selecting films, preparing for use, class readiness, showing film, follow-up activities.

DESCRIPTION: This film demonstrates the creative responsibility of the teacher throughout the five basic steps in using a classroom film:

Selecting the film; Preparing for its use; Developing class readiness;

Showing the film; Managing follow-up activities. Each strip is dramatized in actual classroom situations where students are seen gaining maximum educational value from films. Also demonstrated are effective techniques for use of educational film in the classroom.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Let Them Learn

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopedia Britannica Educational Films

ADDRESS: 2494 Teagarden Street

San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X FREE _____ RENTAL X

PRICE \$200.00 PRICE \$11.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film - color - 27 minutes

Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector,

or video cassette player, screen

CONTENTS OF PACKAGE: Characteristics of educational films, uses in
teaching situations.

DESCRIPTION: A teacher education film examining the characteristics of
educational films that make them significant teaching materials.

It illustrates the ways a film can be used in a planned or spontaneous
teaching situation. Classroom vignettes and excerpts show that when
AV materials and equipment are available, the "teachable moment" can
be taken advantage of fully.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Films That Teach

PRODUCER: Encyclopedia Britannica Films

DISTRIBUTOR (S): Yeshiva University AV Center Film

ADDRESS: 526 West 187th Street

New York, N. Y.

PHONE: (212) SW5-6460

PURCHASE FREE RENTAL X

PRICE PRICE \$5.00

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: Film-b/w with color sequence 19 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector screen

CONTENTS OF PACKAGE: Producing a film different types of production

DESCRIPTION: The research involved in the development of a teaching
film is shown, along with the role of the collaborator and preparation
of the script. It illustrates different types of production-historical,
dialogue, location, and techniques such as time-lapse photography,
animation, and x-ray photography. special sequence in full color
is included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making It Move

PRODUCER: John Trojanski and Louis Rockwood

DISTRIBUTOR (S): Pflaum/Standard

ADDRESS: 38 West Fifth Street

Dayton, Ohio 45402

PHONE: _____

PURCHASE X FREE _____ RENTAL _____

PRICE Student Handbook - \$3.25 PRICE _____

Teacher's manual - 2.50 16mm animation film - \$25.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film, handbook, teacher's manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: How film animation works and how to direct
the production of your own film.

DESCRIPTION: This program helps the teacher and student understand how
film animation works, and how to direct the production of their own
films. It includes a handbook, manual, and 16mm film which illustrates,
each kind of animation, such as the hand-make film, puppet-doll animation,
object animation, kineasis, pixillations, cut-out animation or a
combination of types. The teacher's guide lists cameras, light
meters, film, lighting equipment, tripods and projectors that are available.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media ManualsPRODUCER: Gerald Millerson, directorDISTRIBUTOR (S): Hastings House publishersADDRESS: 10 East 40th StreetNew York, N. Y. 10016PHONE: (212) 689-5400PURCHASE X FREE RENTAL PRICE PRICE MEDIA CONTENT AREA: TV filmMEDIA PACKAGE FORMAT: ManualsEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: TV staging, camera operation, film and the lab.

DESCRIPTION: This series aims to provide basic introductions to the
basic production elements of the audio-visual media. Included are:
Basic TV Staging, TV Camera Operation, The Use of Microphones,
Your Film and the Lab.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Operation and Care of the Kodak Pageant Projector

PRODUCER: IEB

DISTRIBUTOR (S): International Film Bureau Inc.

ADDRESS: 332 South Michigan Avenue

Chicago, Illinois 60604

PHONE: (312) 427-4545

PURCHASE X FREE _____ RENTAL X

PRICE \$120.00 PRICE \$5.00

MEDIA CONTENT AREA: 16mm Film Projector

MEDIA PACKAGE FORMAT: Film-color 11 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector

CONTENTS OF PACKAGE: Operation and care of Kodak Pageant Projector

DESCRIPTION: The Pageant is set up for the viewer: the reel arms are fixed in place, the speaker is properly located and connected, the master control starts the motor for forward and turns on the lamp, the picture image is focused on the screen by rotating the projector lens, the frame line is adjusted to the screen, and tone balance and volume are set. In a detailed sequence, the threading of the film and the rewinding of film as needed are shown. Cleaning of film path channels and replacement of lamps are demonstrated in a section covering several maintenance techniques.

MEDIA TRAINING KITS AND MATERIALS

TITLE: New Dimensions Through Teaching FilmsPRODUCER: Coronet FilmsDISTRIBUTOR (S): University of South Dakota Film LibraryADDRESS: Extension DivisionVermillion, South Dakota 57069PHONE: (605) 677-5281PURCHASE X FREE RENTAL XPRICE \$100.00 color PRICE \$9.75 colorMEDIA CONTENT AREA: FilmsMEDIA PACKAGE FORMAT: Film - 27 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Role of educational filmDESCRIPTION: An Instructional Materials Center emphasizes
the modern role of the educational film as a basic curriculum tool.

MEDIA TRAINING KITS AND MATERIALS

TITLE: New Tools for Learning

PRODUCER: Encyclopaedia Britannica Films

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California
Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X FREE _____ RENTAL _____

PRICE \$7.00 PRICE _____

MEDIA CONTENT AREA: Audiovisual materials, special emphasis-motion pictures

MEDIA PACKAGE FORMAT: 16mm film, 19 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Contribution of AV materials to education today,
examples are made of the film medium.

DESCRIPTION: Our performance in various areas of national life-food
production, health, and transportation-has been made possible by the
development and use of new tools to do the job. What new tools
are we bringing to the important task of teaching? This film will help
promote a better understanding of the contribution of audiovisual
materials to education today. Special emphasis is given to the motion
picture. Actual classroom episodes document examples in the use of the
film medium.

MEDIA TRAINING KITS AND MATERIALS

TITLE: New Tools for Learning

PRODUCER: University of Chicago

DISTRIBUTOR (S): Yeshiva University AV Center Film Library

ADDRESS: 526 West 187th Street

New York, N. Y.

PHONE: (212) SW5-6460

PURCHASE FREE RENTAL X

PRICE PRICE \$5.00

MEDIA CONTENT AREA: AV materials, films

MEDIA PACKAGE FORMAT: Film-b/w, 20 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector

CONTENTS OF PACKAGE: Effective uses of AV materials, especially films

DESCRIPTION: Purpose of this film is to promote a better
understanding of the use of audio-visual materials in education, and
to suggest effective methods of film-use along with a wide range of
other materials of instruction. Attention is called to progress in our
economic life brought about by development and use of new and better
tools. It emphasizes the importance of new tools in teaching and
learning.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Practical Film Making

PRODUCER: Encyclopaedia Britannica Educational Corp.

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California

Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE _____ FREE _____ RENTAL x

PRICE _____ PRICE \$16.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: Film - 19 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Elements involved in making a film

DESCRIPTION: Depicts the essential elements involved in making a film, showing step-by-step the production of a low-budget independent feature film. Stresses the importance of planning, organization, and efficiency in making a film at low cost, beginning with selecting a script, a location, and a crew, and carrying on through the actual shooting. Includes interviews with director, sound technician and many others. Shows lighting a set, positioning microphones, shooting exterior and interior scenes, and editing footage.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The 8mm Film: Its Emerging Role in Education

PRODUCER: United States Government

DISTRIBUTOR (S): US Government Film Services

ADDRESS: DuArt Film Laboratories, Inc.

245 West 55th Street, New York, N. Y. 10019

PHONE: (212) PL4580

PURCHASE X FREE _____ RENTAL _____

PRICE \$85.98 PRICE _____

MEDIA CONTENT AREA: 8 mm film

MEDIA PACKAGE FORMAT: 16 mm film - sound, color, 28 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector, screen

CONTENTS OF PACKAGE: Uses of 8 mm film in education, present and future.

DESCRIPTION: Based on six years of exploring the educational potential of 8mm film, program presents a sampling of activities in the field and suggests both the current state and future promise of the role of 8mm film in education.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Celluloid Curriculum

PRODUCER: Richard A. Maynard, Author

DISTRIBUTOR (S): Hayden Book Company Inc.

ADDRESS: 116 West 14th Street

New York, N. Y. 10011

PHONE: (212) 751-5530

PURCHASE X FREE _____ RENTAL _____

PRICE \$7.95 PRICE _____

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: Book-288 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Film as part of the curriculum, filmography

DESCRIPTION: Shows how to channel the impact of films to
revitalize the curriculum. Two distinct teaching approaches are described
with fully developed classroom units. Also covered are fine points of
scheduling, funding, and film rental. An extensive bibliography
and filmography are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Film and You (Using the Classroom Film)

PRODUCER: Bailey Films in collaboration with Del Shelley and Ardith Shelly

DISTRIBUTOR (S): Bailey Films, Inc.

ADDRESS: 6509 De Longpre Avenue
Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X **FREE** _____ **RENTAL** X

PRICE B/W¹ \$85.00 **PRICE** Color only \$8.00
Color \$150.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: Film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: How to prepare class for film, follow-up activities.

DESCRIPTION: The film opens as an elementary school principal points out ways in which a teacher can make her work more effective by utilizing instructional aids. We see how a class is prepared for the showing and afterwards, how the full value of the film is enhanced and retained through a variety of follow-up activities. Emphasized is the importance of having proper background enrichment materials in the classroom. 14 minutes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Motion Picture and the Teaching of English

PRODUCER: Appleton-Century Crofts; National Council of Teachers of English

DISTRIBUTOR (S): Teaching Films Custodians

ADDRESS: 25 West 43rd Street
New York, N.Y. 10036

PHONE: (212) 0X5-1640

PURCHASE _____ **FREE** _____ **RENTAL** _____

PRICE _____ **PRICE** _____

MEDIA CONTENT AREA: Films

MEDIA PACKAGE FORMAT: Book - 168 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Approaches to studying film.

DESCRIPTION: Analyzes approaches to studying film; photographs illustrate the relationship of film to the study of literature, language, and composition. Concentrates on the essential differences between film and other media, with implications for teaching. Also discusses many film classics.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Teaching Film in Primary EducationPRODUCER: UNESCODISTRIBUTOR (S): UNESCO Publications CenterADDRESS: 317 E. 34th StreetNew York, N. Y. 10016

PHONE: _____

PURCHASE X

FREE _____

RENTAL _____

PRICE \$1.00

PRICE _____

MEDIA CONTENT AREA: FilmMEDIA PACKAGE FORMAT: Book - 51 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: The Place of Film in Primary Education

DESCRIPTION: Contains three parts-the teacher, the pupil and the
film; the pace of the film in the teaching of various
subjects; technical considerations.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Technique of Film Animation

PRODUCER: John Halas and Roger Manvell, authors

DISTRIBUTOR (S): Hastings House Publishers

ADDRESS: 10 East 40th Street

New York, N. Y. 10016

PHONE: (212) 689-5400

PURCHASE X FREE RENTAL

PRICE \$12.95 PRICE

MEDIA CONTENT AREA: Film Animation

MEDIA PACKAGE FORMAT: Book-360 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Animation with sections on color, instructional
films, story board, puppet films, 3-D

DESCRIPTION: Animation techniques for film and TV with sections on
color, soundtrack, TV commercials, animation for public relations,
instructional and educational films, storyboard, puppet films, 3-D
animation.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Unique Contribution

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopaedia Britannica Educational Corp.

ADDRESS: 2494 Teagarden Street

San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X FREE X RENTAL X

PRICE \$165.00 *See Below PRICE \$9.00

see "description"

MEDIA CONTENT-AREA: Films

MEDIA PACKAGE FORMAT: 16mm film - color - 30 minutes

Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector or

video cassette player

CONTENTS OF PACKAGE: Film in education, characteristics of good

educational film.

DESCRIPTION: Considers the elements in motion pictures that do

a unique job in teaching, and examines the cinematic devices which

contribute to the well-researched and expertly produced educational film.

Presents several outstanding examples of educational films. Available

*without charge to boards of education, PTA groups, civic organizations,

audio-visual classes and other educational activities, for showing.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Whys and How of Student Film Making

PRODUCER: Urban Media Materials, Inc.

DISTRIBUTOR (S): Urban Media Materials, Inc.

ADDRESS: 212 Mineola Avenue

Roselyn Heights, N. Y. 11577

PHONE: (516) 484-4130

PURCHASE X **FREE** **RENTAL**

PRICE \$28.50 w/records & filmstrips **PRICE**

30.50 w/cassettes & filmstrips

MEDIA CONTENT AREA: Film making

MEDIA PACKAGE FORMAT: 2 color filmstrips and records, or

2 filmstrips and cassettes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector and

record player or cassette player

CONTENTS OF PACKAGE: Role of filmmaking in education, how to do it
suggestions

DESCRIPTION: A teacher training program designed to help new
and beginning teachers understand the role of filmmaking in education and
the importance of visual literacy as a communications skill. This program
explains the philosophy behind these concepts, gives specific examples
of how filmmaking can be used at all grade levels, and provides some
simple "how to do it" suggestions. The teachers' guide for this
program consists of the 326-page book listed as Proceedings, First National
Conferences on Visual Literacy (6.95)

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using the Classroom Film

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopaedia Britannica Educational Corp

ADDRESS: 2494 Teagarden Street

San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X FREE _____ RENTAL X

PRICE \$130.00 PRICE \$7.00

MEDIA CONTENT AREA: Film

MEDIA PACKAGE FORMAT: 16mm film - b/w - 24 minutes

Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

or video cassette player

CONTENTS OF PACKAGE: Using film in classroom: selection.

preparation, classroom discussion

DESCRIPTION: Demonstrates accepted methods of teaching with
classroom films. Follows the teacher as he selects and previews the
film, prepares the film lesson, and guides classroom discussion
before and after screening the EBE film "Wheat Farmer". A stimulating
portrayal of basic techniques and possibilities of teaching with films.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Motion Film in the Classroom

PRODUCER: _____

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road

Holyoke, Ma. 01040

PHONE: (413) 536-8380

PURCHASE

X

FREE

RENTAL

Super-8 sound cartridge \$120.00, 16mm Motion Picture \$120.00

PRICE

PRICE

MEDIA CONTENT AREA: Motion Film

MEDIA PACKAGE FORMAT: Set: Motion Picture, student manual (Conventional Media)

Length of film is 10 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

Super-8 or 16mm projector

CONTENTS OF PACKAGE: Applications of film to classroom use.

DESCRIPTION: This set features various motion picture techniques and their applications to instructional use. The set describes procedures for proper film utilization. Steps for proper film utilization and using motion film in innovative ways are also included. For individual use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Accent on Learning

PRODUCER: Ohio State University Department of Photography

DISTRIBUTOR (S): Film Distribution Supervisor, Motion Picture Div

ADDRESS: The Ohio State University, 1885 Neil Avenue
Columbus, Ohio 43210

PHONE: (614) 422-6446

PURCHASE X **FREE** _____ **RENTAL** X

PRICE \$95 **PRICE** \$7

MEDIA CONTENT AREA: Recordings, Lantern Slides, Filmstrips, Motion Pictures

MEDIA PACKAGE FORMAT: Film - 29 minutes, b/w, sound

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Use of lectures, blackboards, charts, recordings,
lantern slides, demonstrations, filmstrips, models, motion pictures,
other teaching aids.

DESCRIPTION: The purposeful use of lecture, blackboard, charts,
recordings, lantern slides, demonstrations, filmstrips, models, motion
pictures, and other teaching aids is shown. Of interest to instructional
staffs of colleges and universities, and to teachers on the elementary and
secondary levels. English and Spanish narrations available.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Children Learn From Filmstrips, No 6042

PRODUCER: Nat'l Film Board of Canada

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California

Berkeley, California 94720

PHONE: (415) 642-6000

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$6.00 **PRICE** _____

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: 16mm film, 16 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Uses of filmstrips in classrooms and ideas
of ways to use them

DESCRIPTION: This film illustrates effective uses of a filmstrip
in actual classroom situations and gives teachers many imaginative
ways in which to use them. The film points out that "a filmstrip
doesn't take the place of anything on the curriculum, but used with
imagination, it can lead the child into a subject-into learning-in
a way which is as natural as breathing. For we see before we under-
stand-we see before we can express."

MEDIA TRAINING KITS AND MATERIALS

TITLE: Draw Your Own Filmstrips or Slides

PRODUCER: _____

DISTRIBUTOR (S): David C. Cook Publisher Co

ADDRESS: School Products Division

Elgin, Illinois 60120

PHONE: (312) 741-2400

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$17.75, extra 25ft of film - \$7.95 **PRICE** _____

MEDIA CONTENT AREA: Filmstrips and Slides

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector, felt-tip markers, typewriter, ink pens

CONTENTS OF PACKAGE: Film, 10 pencils, 10 plastic containers, 10 blank labels, 2ft of film for slides, 20 reusable 35mm slide mounts, instructions.

DESCRIPTION: Do it yourself-draw, type or print on the special film with the 10 colored pencils included, or felt-tip-markers, typewriter or ink pens, then project. Film is reusable - markings remove with a damp cloth. Includes 25ft of special film for filmstrips, 10 special pencils in assorted colors, 10 plastic containers for storing filmstrips, 10 blank labels, 2ft of film for making slides, and 20 reusable 35mm slide mounts. Instructions. Everything in 12 1/2 x 7 3/4 x 2 3/4 inch case that stores like a book

MEDIA TRAINING KITS AND MATERIALS

TITLE: Facts You Should Know About Filmstrips

PRODUCER: _____

DISTRIBUTOR (S): Frank Holmes Laboratories, Inc

ADDRESS: 1947 First Street

San Fernando, California

PHONE: (213) 365-4501

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$2.50 **PRICE** _____

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Chapters: Research and media, guide to a good filmstrip, preparation, planning and production

DESCRIPTION: The reader's feelings about media and how to properly evaluate is first discussed. Then actual techniques of preparation, planning, and production are described. A question and answer section, a glossary, a chapter on sound, and a bibliography complete the book.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Filmstrip Usage

PRODUCER: Education Media Laboratory - Texas

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$14.00 **PRICE** _____

MEDIA CONTENT AREA: Filmstrip

MEDIA PACKAGE FORMAT: Set: Filmstrip (26 frames), Cassette, Student
Manual (Conventional Media)

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
Cassette player

CONTENTS OF PACKAGE: Types of filmstrip projectors, care and use of
filmstrips, instructional uses

DESCRIPTION: This set discusses a number of types of filmstrip
projectors, and the proper care and use of filmstrips. It stresses
the flexible uses of filmstrips for various instructional situations.
Also includes: operation of projectors, advantages and disadvantages
of using filmstrips, steps to cover before actually using a filmstrip
for instruction, preparing a plan for filmstrip usage, including follow-up
activities. For individual instruction or for use in demonstrations or
lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Plan Tape-Filmstrip Multi Media Lessons

PRODUCER: Mt. San Jacinto College

DISTRIBUTOR(S): Multi Media Office - Mt. Jacinto College

ADDRESS: 21400 Highway 79
Gilman Hot Springs, Ca 92340

PHONE: (714) 654-7321 Ext 56

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$14 **PRICE** _____

MEDIA CONTENT AREA: Tapes, Filmstrip

MEDIA PACKAGE FORMAT: Kit - audio tape, filmstrip (47 frames),
worksheet, post-test

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Cassette or Reel -
to - Reel Tape Player, Filmstrip Projector

CONTENTS OF PACKAGE: Criteria for selection of material, planning
coordination to tape to filmstrip and worksheet

DESCRIPTION: This lesson will assist you in planning and preparing
multi media lessons. It explains the multi media system and criteria
for selecting material for tape-filmstrip lessons. Comparisons are
made between programmed instruction and modified programmed instruction.
Explanation is given of small and large group sessions. Discusses
methods of checking and evaluating student progress. Defines goal
planning and gives three basic elements for developing performance
objectives. Useful information for planning scripts and coordinating
tape to filmstrip and worksheet.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Idea - Preparing Economical Black and White Filmstrips

PRODUCER: Special Education Resource Center

DISTRIEUTOR (S): Special Education Resource Center

ADDRESS: 275 Windsor Avenue

Hartford, Conn 06120

PHONE: (203) 246-8514 or 233-4551

PURCHASE X **FREE** **RENTAL**

PRICE \$25 (approximately) **PRICE**

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: Single Sheet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to prepare black and white filmstrips

DESCRIPTION: This instruction sheet shows how to make your own black and white filmstrips. The steps include preparation, exposure, bulk loading of 35mm film, and details for the development of film. Three sound filmstrips 1) developing black and white (filmstrips) 2) over-head transparencies 3) slides

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Slide Duplicates, Titles and FilmstripsPRODUCER: Rothschild (Author) 1965DISTRIBUTOR (S): Chilton Book CoADDRESS: Radnor, Pennsylvania 19089PHONE: (215) 687-8200

PURCHASE _____ FREE _____ RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: Duplicates, titles, filmstripsMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: How to make slide duplicates titles and filmstripsDESCRIPTION: Explicit directions with charts and photographs to show various cameras as well as procedures for making duplicates

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making The Most of Filmstrips

PRODUCER: _____

DISTRIBUTOR (S): Curriculum Materials Corp

ADDRESS: 1319 Vine Street

Philadelphia, Pa 19107

PHONE: (215) MA 7-4600

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE set of 4 - \$59, each - \$18 **PRICE** _____

MEDIA CONTENT AREA: Filmstrips in Lesson Plans

MEDIA PACKAGE FORMAT: Filmstrips

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Filmstrips showing the benefits of filmstrips in classroom use and a sample lesson

DESCRIPTION: These four, 150 frame color filmstrips aim to help teachers achieve more effective teaching with filmstrips.

1. Solving a Critical School Problem - analysis of a controlled test shows how filmstrips supply mental images for learning before and during the new learning.
2. Helping the Curriculum Expand - illustrates how all children rise in achievement, and faster learners go deeper into learning with filmstrips.
3. Helping Education Fulfill Its Role in a Democracy - how filmstrips assist in helping the child achieve a deeper understanding of our

Making the Most of Filmstrips - continued

American tradition of government and human rights, of other countries, and of America's place in the world.

4. A Sample Lesson - extracts from a two-day lesson introducing a unit on Climate and Man around the world, including children's comments, and responses. Analysis of parts of the lesson: Preparation, New Learning, Consolidation and Extension.

A 20-minute recording is included with each filmstrip.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Planning and Producing Handmade Slides and Filmstrips for the ClassroomPRODUCER: Arthur Ring © 1974DISTRIBUTOR (S): Fearon Teacher AidsADDRESS: 6 Davis DriveBelmont, Ca 94002PHONE: (415) 592-7810PURCHASE ☒ XFREE ☐RENTAL ☐PRICE \$2.75PRICE ☐MEDIA CONTENT AREA: Slides, FilmstripsMEDIA PACKAGE FORMAT: BookEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: DESCRIPTION:

MEDIA TRAINING KITS AND MATERIALS

TITLE: Producing Effective Audiovisual Presentations

PRODUCER: _____

DISTRIBUTOR (S): Media Research and Development

ADDRESS: Arizona State University

Tempe, Arizona 85281

PHONE: (602) 965- 4807

PURCHASE X

FREE _____

RENTAL _____

PRICE \$15-\$90

PRICE _____

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: An instructional guide which outlines strategies
for utilization of the series

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Automatic film-
strip cassette projector, projector, or viewer

CONTENTS OF PACKAGE: Six color sound filmstrips, 75 frames each

DESCRIPTION: 1) Planning - discusses the process of planning and
designing effective audiovisual presentations, 2) Graphics - illustrates
the techniques and materials for preparing effective art work for use
in audiovisual presentations, 3) Photography - presents techniques
for preparing the photo portion, 4) Photographic Copying - principles
and processes of photos, 5) Sound Recording - techniques and equipment
utilized, 6) Presentation Systems - illustrates various systems for
presenting an audiovisual message.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Producing Slides and FilmstripsPRODUCER: KodakDISTRIBUTOR (S): Eastman Kodak CoADDRESS: Rochester, New YorkPHONE: (716) 325-2000PURCHASE XFREE RENTAL PRICE \$1.00PRICE MEDIA CONTENT AREA: Slides and FilmstripsMEDIA PACKAGE FORMAT: HandbookEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Chapters on: Planning, Films, Producing Slides,
Producing Filmstrips

DESCRIPTION: This book is designed to help the small-scale producer
of audiovisual presentations prepare professional slide sets and film-
strips with ordinary photographic equipment. It shows how to plan an
audiovisual logically, what films to use, how to make a simple copying
stand for much less than \$10, how to utilize the light sources you already
own. Other sections describe production of slides and filmstrips from
equipment to copying.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Selected Sequences from New SVE Film Strips (Part 1 and 2)PRODUCER: Wayne StateDISTRIBUTOR (S): Wayne State University, A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-1980.PURCHASE _____ FREE _____ RENTAL XPRICE _____ PRICE \$2MEDIA CONTENT AREA: FilmstripsMEDIA PACKAGE FORMAT: Filmstrips - 69 frames each, colorEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Types of filmstrips, techniques for usesDESCRIPTION: A demonstration filmstrip. Their specific purpose are1) to illustrate various types of filmstrips, 2) to provide newly-
released filmstrip demonstration material and, 3) to illustrate a
variety of techniques for different grade levels and subject areas.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Simplified Filmstrip ProductionPRODUCER: Wayne StateDISTRIBUTOR (S): Wayne State University., A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-1980PURCHASE FREE RENTAL XPRICE PRICE \$2MEDIA CONTENT AREA: FilmstripMEDIA PACKAGE FORMAT: Filmstrip - 40 frames, black and whiteEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Local production of filmstripsDESCRIPTION: Outlines a method by which any amateur photographer
can produce filmstrips locally with a 35mm camera.

TITLE: Starex Classroom Filmstrip Kit

PRODUCER: _____

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue

Kearney, New Jersey 07032

PHONE: (201) 997-1555

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$32.50 **PRICE** _____

MEDIA CONTENT AREA: Filmstrip

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: 32 filmstrip cans, frosted film for 50 frames,
markers, layout sheets, transfer sheets, and burnishers

DESCRIPTION: The filmstrip kit provides enough material for an entire
class to participate. The kit promotes classroom involvement. Learning
disabled child and the gifted child can benefit from this activity

MEDIA TRAINING KITS AND MATERIALS

TITLE: Stripette Film Kit

PRODUCER: _____

DISTRIBUTOR (S): Starex IncorporatedADDRESS: 655 Schuyler AvenueKearney, New Jersey 07032PHONE: (201) 997-1555PURCHASE ☒ _____FREE ☐ _____

RENTAL _____

PRICE \$13.50; \$2.50 extra w/cassette

PRICE _____

MEDIA CONTENT AREA: Slides, FilmstripsMEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Self-teaching illustrated booklet and accompanying record, 25 ft of 35mm frosted film, 3-2x2 slide frames, 5 colored pencils, pencil sharpener, 3 empty plastic filmstrip cans with labels, and a spirit master to make extra work sheets

DESCRIPTION: Create customized visuals to fit specific needs in all areas of the curriculum. The slides and filmstrips can be made permanent or they can be used over again

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching With A FilmstripPRODUCER: Wayne StateDISTRIBUTOR (S): Wayne State University... A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-1980PURCHASE _____ FREE _____ RENTAL XPRICE _____ PRICE \$2MEDIA CONTENT AREA: FilmstripMEDIA PACKAGE FORMAT: Filmstrip - 46 frames, black and whiteEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Uses of slidefilms in teaching

DESCRIPTION: Revised edition of "Slidefilm in Teaching". Explains
the nature and purpose of the slide-film, its applications and tech-
niques of use in education, and its relation to other teach-tools used
by the teacher.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching with Visual MaterialsPRODUCER: McGraw-Hill FilmsDISTRIBUTOR (S): Creative VisualsADDRESS: Box 1911-0-RPBig Springs, Texas 79720PHONE: (915) 267-8791PURCHASE X FREE _____ RENTAL _____PRICE 6 filmstrips \$49., each \$8.50 PRICE _____

MEDIA CONTENT AREA: _____

MEDIA PACKAGE FORMAT: FilmstripsEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Bulletin Boards, Flannel Board, Posters,ChalkBoardDESCRIPTION: Helpful in promoting teacher interest in visualteaching and in providing practical suggestions for effective use asvisual teaching devices. Average length 38 frames., Exciting BulletinBoards Part 1 and Part 11., The Flannel Board., Posters for Teaching.,The Chalkboard, Part 1 and Part 11

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Projectionist in Action

PRODUCER: Staff of Educational Filmstrips

DISTRIBUTOR (S): Educational Filmstrips

ADDRESS: 1401 19th Street

Huntsville, Texas 77340

PHONE: (713) 295-5767

PURCHASE X **FREE** **RENTAL**

PRICE set \$19 **PRICE**

MEDIA CONTENT AREA: Projection - film and filmstrips

MEDIA PACKAGE FORMAT: Filmstrips - color captioned

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip Projector,

Screen

CONTENTS OF PACKAGE: Operation and care of filmstrip and motion
picture projectors

DESCRIPTION: Practical information for teachers on how to operate
and care for AV equipment. Filmstrip titles are:

1. Operating the filmstrip projector
2. Operating the motion picture projector
3. Trouble shooting the motion picture projector

MEDIA TRAINING KITS AND MATERIALS

TITLE: Tips On Slide Films (1426-7)

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University., A-V Utilization Center

ADDRESS: 5448 Cass Avenue

Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE _____ **FREE** _____ **RENTAL** X

PRICE _____ **PRICE** \$2

MEDIA CONTENT AREA: Slide Films

MEDIA PACKAGE FORMAT: Filmstrip - 92 frames, Black and White

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Use of projectors, effective presentations

DESCRIPTION: Shows how to use various types of slidefilm projectors,
care of the projector and trouble shooting, how to arrange the room
for a most effective showing and what preparations to make before the
class assemblies.

MEDIA TRAINING KITS AND MATERIALS

TITLE: "U" Film Kit - Make Your Own Filmstrips

PRODUCER: Hudson Photographic Industries, N.Y., N.Y.

DISTRIBUTOR (S): NASCO - West

ADDRESS: P.O. Box 3837
Modesto, California 95352

PHONE: (209) 529-6957

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$12.95 **PRICE** _____

MEDIA CONTENT AREA: Filmstrips

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip Projector

CONTENTS OF PACKAGE: Materials necessary to make your own filmstrips,
applications manual

DESCRIPTION: Write, type or draw your own filmstrips. Specially
treated, standard 35mm filmstrip material is erasable and inexpensive
25 ft roll of "U" film splicing tapes,
4 colored marker pens applications manual.
10 storage cans
10 blank can labels
1 splicer block

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Conventional Media

PRODUCER: Roy Frye, Educational Media Laboratories

DISTRIBUTOR (S): Customer Service Department, Scott Education Division

ADDRESS: 104 Lower Westfield Road

Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X

FREE

RENTAL

PRICE set Super 8 sound cartridge \$140

PRICE

set 16mm motion picture \$185, each participants manual \$2

MEDIA CONTENT AREA: 16mm motion pictures, filmstrips, film loops

MEDIA PACKAGE FORMAT: color film, transparencies, filmstrip, cassette

instructor's manual, participant's manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm or Super 8mm

projector, overhead projector, filmstrip projector, cassette tape player

CONTENTS OF PACKAGE: Materials and utilization concerning 16mm motion
pictures, filmstrips and film loops

DESCRIPTION: Emphasis is placed on materials and utilization. Although

designed for workshop and institute activities, this series has many

elements that are adaptable for self-instruction. It may also be used

in support of in-service activities concerning machine operation.

10 review transparencies, sound color filmstrip, 3 3/4 IPS audio tape,

Instructor's manual, 15 participant's manuals

MEDIA TRAINING KITS AND MATERIALS

TITLE: Workshop Seminars: Filmstrip Reading Program

PRODUCER: Educational Projection Corp. Staff

DISTRIBUTOR (S): Educational Projections Corp

ADDRESS: 3070 Lake Terrace

Glenview, Illinois 60025

PHONE: (312) 729-4200

PURCHASE X **FREE** **RENTAL**

PRICE set - \$36 **each filmstrip - \$6** **PRICE**

MEDIA CONTENT AREA: 6 Filmstrips

MEDIA PACKAGE FORMAT: Filmstrips

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip Projector,
Screen

CONTENTS OF PACKAGE: Teaching with filmstrips, using them in
reading programs

DESCRIPTION: A series of training seminars to aid in getting the
most from your filmstrip reading programs. Covers techniques of
teaching with filmstrips, pointers on use of both materials and
equipment, and ways of using filmstrips, for word analysis, vocabulary
skills and student motivation.

1. A filmstrip reading program
2. Showing a filmstrip lesson
3. Using a filmstrip lesson
4. Developing word analysis skills
5. Developing Vocabulary Skills
6. Motivation for better reading

MEDIA TRAINING KITS AND MATERIALS

TITLE: Chalkboards & Flannel Boards

PRODUCER: Dr. E. Milton Grassell

DISTRIBUTOR (S): Bailey Films, Inc. (BFA)

ADDRESS: 6509 De Longpre Avenue

Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X **FREE** **RENTAL**

PRICE Each strip \$6.00 **PRICE**
Set of 4 \$24.00

MEDIA CONTENT AREA: Chalkboards and flannel boards

MEDIA PACKAGE FORMAT: Filmstrip and manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Care, use and construction of chalkboards and flannel boards

DESCRIPTION: This set of four color filmstrips illustrates the care, use and construction of these often-overlooked, yet powerful, classroom tools. Examples of various types of boards and materials are shown, as well as many types of presentations on the boards. Four color filmstrips (average 30 frames) and illustrated manual.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Flannel Boards and How to Use Them

PRODUCER: Bailey Films in cooperation with Dr. E. Milton Grassell

DISTRIBUTOR (S): Bailey Films (BFA)

ADDRESS: 6509 De Longpre Avenue

Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X

FREE _____

RENTAL X

PRICE \$160.00

PRICE \$8.00

MEDIA CONTENT AREA: Flannel Board

MEDIA PACKAGE FORMAT: Film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Arrangements, how to make simple boards,
ideas for devices, uses in classroom situations

DESCRIPTION: The 1st sequence shows how flannel boards
provide a means for arrangement and rearrangement of illustrations,
a logical sequence of presentation, the use of 3-D build-ups,
the use of animation and action and the advantage of quick, easy-to-
make, economical visual aids. 2nd sequence how to make simple
flannel boards. 3rd sequence-materials that will stick and devices
that can be made by teachers. Different uses in classroom
situations. 15 minutes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Make and Use Flannel BoardPRODUCER: Fearon Teacher-Aid BooksDISTRIBUTOR (S): Books Mobile, Inc.ADDRESS: 45 Portland AvenueBergenfield, N. J. 07621PHONE: (201) 385-6550PURCHASE X FREE _____ RENTAL _____PRICE \$1.00 PRICE _____MEDIA CONTENT AREA: Flannel BoardMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Guide on constructing flannel boardsDESCRIPTION: A guide to constructing a variety of shapes, sizes, and types of flannel boards with diagrammatical examples

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Make and Use the Feltboard

PRODUCER: Wayne State

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Mich. 48202

PHONE: (313) 577-2424

PURCHASE _____ **FREE** _____ **RENTAL** X _____

PRICE _____ **PRICE** \$2.00 _____

MEDIA CONTENT AREA: Feltboard

MEDIA PACKAGE FORMAT: Filmstrip - 53 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Use of feltboard, construction

DESCRIPTION: Art work and illustrations explain this
teaching aid for teachers in-service.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Let's Make and Use the Flannel BoardPRODUCER: Lucy DiSarro, authorDISTRIBUTOR (S): The Hubbard CompanyADDRESS: P. O. Drawer 100Defiance, Ohio 43512PHONE: (419) 784-4455PURCHASE X FREE RENTAL PRICE \$2.50 PRICE MEDIA CONTENT AREA: Flannel BoardsMEDIA PACKAGE FORMAT: Book - 40 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: How to use flannel boardsDESCRIPTION: Describes a number of ways to constructflannel boards, completely illustrated, to fit the special needs andinterests of the children in a given teaching situation.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Feltboard in Teaching

PRODUCER: Wayne University

DISTRIBUTOR (S): Yeshiva University AV Center Film Library

ADDRESS: 526 West 187th Street

New York, N. Y.

PHONE: (212) SW5-6460

PURCHASE _____ **FREE** _____ **RENTAL** X

PRICE _____ **PRICE** \$4.00

MEDIA CONTENT AREA: Flannelboard

MEDIA PACKAGE FORMAT: Color Film - 9 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, screen

CONTENTS OF PACKAGE: Uses of Flannelboard

DESCRIPTION: The feltboard, known also as a visualboard, feltogram, flannelgraph, etc. is not a new medium for visualization. This film presents school uses of the medium, not any particular adaptation of it. Teachers may wish to construct and use a feltboard after seeing the film.

MEDIA TRAINING KITS AND MATERIALS

TITLE: An Audiovisual PrimerPRODUCER: Michael Goudket, authorDISTRIBUTOR (S): Teachers College PressADDRESS: 1234 Amsterdam AvenueNew York, N. Y. 10027PHONE: (212) 678-3991PURCHASE x FREE RENTAL PRICE \$2.25 PRICE MEDIA CONTENT AREA: Audiovisual equipment and materialsMEDIA PACKAGE FORMAT: Book - 74 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:
CONTENTS OF PACKAGE: Visuals, printing, tape recording motion pictures,
videotape, photography, slides, filmstrips, repairs
DESCRIPTION: This book is a beginner's guide to the production of
the most generally useful classroom AV materials, in non-technical language.
Visuals, printing, photocopying, tape recording, motion pictures,
classroom videotape equipment, photography: slides and filmstrips,
repairs, malfunctions, and emergencies, sources of supply and
information are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: An Instructional Materials ManualPRODUCER: James W. Brown and Richard B. Lewis (authors)DISTRIBUTOR (S): Webster/McGraw HillADDRESS: 8171 Redwood HighwayNovato, California 94947PHONE: (415) 897-5201PURCHASE X FREE RENTAL PRICE \$3.96 PRICE MEDIA CONTENT AREA: Instructional materials, AV equipmentMEDIA PACKAGE FORMAT: Book - 188 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Selection and use of instructional materials and
AV equipmentDESCRIPTION: A manual which provides a wide range of activities to
broaden experiences in the practical problems of choosing, using
and inventing instructional materials and in operating audio-visual
equipment. Organized to facilitate the selection of exercises for
specialized interests and needs. This is a manual
the teacher will need to solve everyday problems of AV
administration in the classroom and to provide a source of
inspiration to vitalize instruction.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio Visual Aids and TechniquesPRODUCER: R. P. Rigg, authorDISTRIBUTOR (S): Didactic Systems, Inc.ADDRESS: Box 457Cranford, N. J. 07016PHONE: (201) 789-2194PURCHASE X FREE _____ RENTAL _____PRICE \$13.75 PRICE _____MEDIA CONTENT AREA: Slides, displays, films, tapes,programmed instruction, CCTV, VTRMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Selection, preparation, and use of AVmaterials.

DESCRIPTION: Tells how to pick, prepare, and use AV materials
such as slides, displays, films, tapes, programmed instruction, and
closed circuit television and videotape. This book is concerned with
the development of the great expansion of management and supervisory
training schemes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Aids to LearningPRODUCER: U. S. ArmyDISTRIBUTOR (S): Audio-Visual Utilization CenterADDRESS: 5448 Cass AvenueWayne State University Detroit, Mich. 48202PHONE: (313) 577-1980PURCHASE FREE RENTAL x PRICE PRICE \$2.40 MEDIA CONTENT AREA: AV aidsMEDIA PACKAGE FORMAT: Film b.w. 11 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector
and screenCONTENTS OF PACKAGE: Uses of film, lantern slides, filmstripsDESCRIPTION: U. S. Army film depicting the uses of many audio-
visual materials. The teacher secures a film lantern slides, and some
filmstrips. The students hear a radio program about Japan, visits
Japanese exhibits at the museum and prepares for their own displays.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Equipment Operation Series

PRODUCER: McGraw Hill Filmstrips and Chandler Publishing Company

DISTRIBUTOR (S): Creative Visuals

ADDRESS: Box 1911-0-RP

Big Spring, Texas 79720

PHONE: _____

PURCHASE x FREE _____ RENTAL _____

PRICE 27 films \$490.00 PRICE _____

Each \$20.00

MEDIA CONTENT AREA: A-V Equipment Operation

MEDIA PACKAGE FORMAT: Super 8mm filmloops

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Technicolor

Super 8 projector

CONTENTS OF PACKAGE: 1. Projectors 2. tape recorders 3. how to
operate different models-Kodak, RCA, Graflex, Bell and Howell, Kalart

DESCRIPTION: These 27 color films in this series of Super 8mm film
loops provide clear, easy-to-follow demonstrations of the operation of
different kinds of A-V equipment. They offer a time saving way for
teachers to familiarize themselves with basic A-V equipment for class-
room use, and are useful for training A-V personnel. Average length 3-4
minutes. 1) 2" x 2" Slide Projectors 2) 35mm Filmstrip Projector
3) Opaque Projector 4) Overhead Projector 5) Tape Recorder 6) Record Player
7) Splicing Magnetic Tape 8) Motion Picture Projection Practice parts 1 and 2
9) RCA (Models Junior and 35016) Parts I - IV 10) Kodak Pageant
(Model AV-126-TR) Part I and II, 11) Graflex (Model 815) Part I, II,
12) Kalart Victor (Model 70-15) Part I-III, 13) Bell & Howell (Model 399)

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Equipment Self-Instruction Manual

PRODUCER: Stanton C. Oates (author)

DISTRIBUTOR (S): William C. Brown Company, Publishers

ADDRESS: 2460 Perper Boulevard

Dubuque, Iowa 52001

PHONE: (319) 588-1451

PURCHASE X

FREE

RENTAL

PRICE \$3.95

PRICE

MEDIA CONTENT AREA: Projectors, Tape recorders, making of transparencies

MEDIA PACKAGE FORMAT: Self-instruction manual-information sections
and quizzes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Pencil

CONTENTS OF PACKAGE: How to operate projectors, tape recorders,
and make transparencies.

DESCRIPTION: This manual enables one to learn how to operate
filmstrip slide projectors, motion picture projectors, tape recorders,
opaque projectors, and overhead projectors including the making of
transparencies. Introducing each of the five types of equipment
is a basic information section followed by a quiz that tests comprehension.
Specific directions on using selected makes and models are presented.
These list frequent problems and solutions and illustrate problem solving with
simple diagrams. Immediately following the directions for each model is
a specific index that gives the page and item number for the solution to
various malfunctions.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Instruction

PRODUCER: _____

DISTRIBUTOR (S): Dept. of Audiovisual Instruction, NEAADDRESS: 1201 16th Street N.W.Washington, D. C. 20036PHONE: (202) 833-4098PURCHASE X FREE _____ RENTAL _____PRICE 1 yr. subscription \$6.00 PRICE _____MEDIA CONTENT AREA: AV InstructionMEDIA PACKAGE FORMAT: Magazine

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Developments in AV instruction, localproduction, research

DESCRIPTION: Each month this magazine brings the latest AV news
and professional developments, including reviews of teaching materials,
equipment, and AV literature. Recent issues on such topics as
programmed learning, language laboratories, overhead projectors, and
local production have been included. Included is \$10.00 Dept. of
Audiovisual Instruction membership.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Instruction Technology, Media and Methods

PRODUCER: James W. Brown, Richard B. Lewis, Fred F. Harcleroad

DISTRIBUTOR (S): McGraw-Hill Book Co.

ADDRESS: 1221 Avenue of the Americas

New York, N. Y. 10020

PHONE: (212) 997-1221

PURCHASE X

FREE

RENTAL

PRICE \$12.95

PRICE

MEDIA CONTENT AREA: All forms of media

MEDIA PACKAGE FORMAT: Book - 624 pages; instructor's manual and
transparency masters available

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: graphics, transparencies, pictures, films,
audio materials, TV, photography

DESCRIPTION: This is a text for a basic course in audiovisual
instruction which examines the educational philosophy underlying
behavioral objectives, types of learning, and types of instruction.
Discussions included of various media and technology available to teachers
such as graphics, transparencies for overhead projection, still pictures,
films, audio materials, TV, photography, real things, models, and
demonstrations. Community resources, games simulations and informal
dramatizing are also included. Many illustrations. Free and
inexpensive supplementary materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Literature Packet (U-915)

PRODUCER: _____

DISTRIBUTOR (S): Eastman Kodak CompanyADDRESS: 343 State Street, Dept. 454Rochester, N. Y. 14650PHONE: (716) 325-2000PURCHASE X FREE _____ RENTAL _____PRICE \$3.00 PRICE _____MEDIA CONTENT AREA: AV materials and equipmentMEDIA PACKAGE FORMAT: 30 technical pamphlets

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Materials, equipment, techniques for AV

DESCRIPTION: These pamphlets cover materials, equipment, and
techniques for filmstrip, slide, and motion picture planning,
production, and presentations.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Materials in Teaching

PRODUCER: Yeshiva University in cooperation with National
College of Education, Evanston, Illinois

DISTRIBUTOR(S): Yeshiva University, AV Center Film Library

ADDRESS: 526 West 187th Street
New York, N. Y.

PHONE: (212) SW5-6460

PURCHASE _____ FREE _____ RENTAL X

PRICE _____ PRICE \$3.50

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: Film - B/W, 13½ minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector, Screen

CONTENTS OF PACKAGE: Uses of AV materials in curriculum, media
center

DESCRIPTION: This film shows how audio-visual materials
when integrated with the curriculum, can facilitate learning.
It also depicts some activities of an audio-visual center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual Materials in Teaching

PRODUCER: Coronet Films

DISTRIBUTOR (S): University of South Dakota Film Library, Extension Div.

ADDRESS: Vermillion, South Dakota 57069

PHONE: (605) 677-5411

PURCHASE X FREE RENTAL X

PRICE \$75.00 B/W PRICE 3.50 b/w
\$150.00 color

MEDIA CONTENT AREA: AV materials 6.50 color

MEDIA PACKAGE FORMAT: Film - 13½ minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projector

CONTENTS OF PACKAGE: AV materials in teaching

DESCRIPTION: Actual class situations, teachers, class
activities and an audio-visual center are shown

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Materials: Their Nature and UsePRODUCER: W.A. Wittich and C.F. SchullerDISTRIBUTOR (S): Harper Row Publishers, Inc. (1969)ADDRESS: 33195 Lewis AvenueUnion City, California 94587PHONE: (415) 489-4380PURCHASE X FREE _____ RENTAL _____PRICE \$10.95 PRICE _____MEDIA CONTENT AREA: A-V MaterialsMEDIA PACKAGE FORMAT: Book-554 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: A-V materials-nature and use

DESCRIPTION: A comprehensive and scholarly treatment of audiovisuals and their use. From the first two chapters about learning psychology and media statistics, the authors then devote fourteen chapters to one medium each, including chalkboard, flat pictures, study display, community study, audio, and multimedia. Some information on 16mm projectors, and 8mm cameras and projectors is included. Good background in classroom tools already in use.

MEDIA TRAINING KITS AND MATERIALS

TITLE: AV Instructional Technology Manual for Independent StudyPRODUCER: James W. Brown and Richard B. LewisDISTRIBUTOR (S): McGraw-Hill Book CompanyADDRESS: 1221 Avenue of the AmericasNew York, N. Y. 10020PHONE: (212) 997-1221PURCHASE X FREE _____ RENTAL _____PRICE \$5.95 PRICE _____MEDIA CONTENT AREA: All mediaMEDIA PACKAGE FORMAT: Book - 192 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Operation, production, selection of A-V materials
and equipment, uses in teachingDESCRIPTION: Designed to provide basic information and how-to-do-it
directions for laboratory courses in instructional technology, either
as a guide to independent study or as a supplement in an audio visual
methods course. Included operation on AV equipment, planning to use media,
displays, graphics, mounting transparencies, still cameras, motion
pictures, single camera TV production, slide presentations, AV
materials in testing, media centers, reference materials, videotapes,
filmstrips, recorders, projectors, maintenance.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Criteria for the Selection and Use of Visuals in Instruction

PRODUCER: George L. Gropper and others (authors)

DISTRIBUTOR (S): Educational Technology Publications

ADDRESS: 140 Sylvan Avenue

Englewood Cliffs, N. J. 07632

PHONE: (201) 871-4007

PURCHASE X

FREE _____

RENTAL _____

PRICE \$18.95

PRICE _____

MEDIA CONTENT AREA: Visuals

MEDIA PACKAGE FORMAT: Handbook and workbook, self-instruction

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Preparation, selection, and use of visual aids.

DESCRIPTION This two-volume training program consists of a handbook and an accompanying workbook, which are designed to be used as a training course in the preparation, selection and use of visual aids to improve instruction. Information in the handbook is presented in the form of charts, with arrows to direct the user to the interrelated nature of the material. At appropriate intervals, the user is directed to complete relevant exercises in the workbook. The handbook has a table of contents and an index, so that it may be used as a reference source and job aid after completion of the program.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Facts About Projection No. 5147

PRODUCER: International Film Bureau

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California

Berkeley, CA 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$9.00 **PRICE** _____

MEDIA CONTENT AREA: Projection

MEDIA PACKAGE FORMAT: Color 16mm film - 16 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Operation of projectors, care, maintainance,
methods of light control, spare parts needed

DESCRIPTION: Every problem of skillful projection is covered in
this comprehensive film. Full animation shows how operation of the optical
section projects moving pictures on screen and how the sound section
reproduces electrical pulsation, amplifies them and activates the loud
speakers. Care and maintainance of equipment; arrangement of projector
and screen for best results; methods of light control; and spare parts
needed are illustrated and discussed. The essential need for preparation
in advance of screening is emphasized.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films on Audio-Visual Equipment Operation: Motion Picture Projectors

PRODUCER: Instructional Media Production: Jerrold E. Kemp, Director

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street

San Francisco, CA 94105

PHONE: (415) 433-4880

PURCHASE X

FREE _____

RENTAL _____

PRICE \$16.00 each

PRICE _____

MEDIA CONTENT AREA: Motion Picture Projectors

MEDIA PACKAGE FORMAT: 20-8mm color films and Information Sheet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 8mm Projector

CONTENTS OF PACKAGE: Motion picture projection practice, RCA models, Kodak, Graflex, Kalart Victor Bell and Howell, splicing

DESCRIPTION These films are designed primarily for self-instruction in the operation of audio-visual equipment. Although particular models of equipment are used in the films, the fact that principle manufacturers used very similar threading tracks in all of their models permits easy transfer. Each film, or set of films, is accompanied by an Information Sheet for your duplication and distribution to those learning the films.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films on AV Equipment Operation: Still Projectors

PRODUCER: Instruc. Media Productions: Jerrold E. Kemp, Director

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street

San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$16.00 each **PRICE** _____

MEDIA CONTENT AREA: Still Projectors

MEDIA PACKAGE FORMAT: 4 color films and information sheet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 8mm projector

CONTENTS OF PACKAGE: Projectors: 2" x 2" slides, 35mm filmstrips,

opaque, overhead

DESCRIPTION: These films are designed primarily for self-

instruction in the operation of A-V equipment. Although particular

models of equipment are used in the films the fact that principal

manufacturers each use very similar threading tracks in all of their

models permits easy transfer. Each film, or set of films, is accompanied

by an Information Sheet for your duplication and distribution to those

learning in the films.

1. 2" x 2" Slide Projectors 3'33". Uses the Viewlex model V25 to show
set-up, prefocus, slide projection, ending projection, repack.

2. 35mm Filmstrip Projector 3'10". Uses the Viewlex model V25 to show

Set-up, prefocus, thread filmstrip, project filmstrip, adjust frame,

rewind filmstrip.

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SEE NEXT PAGE

3. Opaque Projector. Uses the Projection Optics Opa-Scope to show projection placement in relation to screen, project a cardboard-mounted picture; projector adjustments and use of projection pointer, project a book page.

4. Overhead Projector 3'3". . Uses the Eseler Projex 1010 to show placement of projector in relation to screen, prefocus, projector adjustments position of projectionist, use of a transparency.

MEDIA TRAINING KITS AND MATERIALS

TITLE: HI-FI TroublesPRODUCER: Herman Burstein (author)DISTRIBUTOR (S): TAB BooksADDRESS: Blue Ridge SummitPennsylvania 17214PHONE: (717) 794-2191PURCHASE xFREE RENTAL PRICE \$.95PRICE MEDIA CONTENT AREA: Hi-Fi audio systemMEDIA PACKAGE FORMAT: Book - 160 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: How to locate and fix troubles in audio systems

DESCRIPTION: Tells how to maintain your audio system to keep
it in top condition for peak performance. Explains why you have troubles.
how to locate them. and how to fix them. Helps solve problems
throughout your equipment. Includes hum and noise problems. bass
and treble problems. distortion. weak sound and kit-building problems.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Materials-An Introduction for TeachersPRODUCER: Louis Shores (author)DISTRIBUTOR (S): The Ronald Press CompanyADDRESS: 79 Madison AvenueNew York, N. Y. 10161PHONE: (212) -683-9070PURCHASE XFREE RENTAL PRICE \$7.00PRICE MEDIA CONTENT AREA: Instructional Materials-graphics, projection, transmissionMEDIA PACKAGE FORMAT: Book - 408 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Categories of print, graphics, projection,
transmissions, the teacher and instructional materialsDESCRIPTION: This book has been written as a textbook for the number of
integrated courses in instructional materials being offered by
teacher-education institutions, and as a guide for teachers in service.All major types of instructional materials are discussed with a definition,
estimate of potential, some historical background, criteria and sources
for selection, representative examples, and suggestions for utilization.Topics included are: organization and management of materials center,
the world of print, graphics, projection (still and motion pictures),
transmissions (recordings, radio, TV) and Appendix-List of tools cited.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Media Series

PRODUCER: EMI

DISTRIBUTOR(S): Educational Media Inc.

ADDRESS: 809 Industrial Way, P. O. Box 39

Ellensburg, Wash. 98926

PHONE: (509) 692-2578

PURCHASE X FREE _____ RENTAL _____

PRICE Each Filmstrip with guide-\$6.00 PRICE _____

Filmstrip w/guide & magnetic Tape-\$11.00

MEDIA CONTENT AREA: Media facilities and programs

MEDIA PACKAGE FORMAT: Filmstrips - color, study guide, optional

magnetic tape with audible change signal (standard magnetic tape or cassette tape)

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: filmstrip projector,

reel or cassette tape player, screen

CONTENTS OF PACKAGE: Information and ideas for those planning new facilities or programs utilizing media.

DESCRIPTION: Suggested for use by school districts, colleges, and universities. The filmstrips and their catalog numbers are as follows:

2151 Large Group Teaching Auditoriums 2158 Language Laboratories

2152 TV Utilization in Education

2153 Dial Access Information Retrieval Systems

2154 Computer-assisted Instruction

2155 Music listening systems

2156 Videotape Utilization Techniques

2157 Local Production Programs

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak Information Pamphlets

PRODUCER: Kodak

DISTRIBUTOR (S): Eastman Kodak Company

ADDRESS: Rochester, N. Y. 14650

(716) 355-2000

PHONE: _____

PURCHASE X FREE _____ RENTAL _____

PRICE as listed PRICE _____

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: Pamphlets

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: As listed

DESCRIPTION: Audio visual projection \$ 30, making black-and

white or colored transparencies for overhead projection (using Kodak

Products) \$ 15, producing slides and filmstrips \$1 75,

audiovisual planning equipment \$ 15, planning and producing visual aids

\$ 25, audiovisual literature packet (30 pamphlets) \$3 00

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak Projection Calculator and Seating Guide (107-8989)

PRODUCER: _____

DISTRIBUTOR (S): Eastman Kodak CompanyADDRESS: Dept. 454, 343 State StreetRochester, N. Y. 14650PHONE: (716) 325-2000PURCHASE X FREE _____ RENTAL _____PRICE \$2.00 PRICE _____MEDIA CONTENT AREA: Projection, film and stillMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Guide for effective projection situations.

DESCRIPTION: A guide for projection situations involving
distance, screen size, lens focal length, and film formats both
moving and still, plus seating arrangements for various-sized rooms.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Learning from Visuals

PRODUCER: _____

DISTRIBUTOR (S): Wayne State University A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Mich. 48202PHONE: (313) 577-1980

PURCHASE _____

FREE _____

RENTAL X

PRICE _____

PRICE \$7.25MEDIA CONTENT AREA: Visual materialsMEDIA PACKAGE FORMAT: Film - 35 minutes, colorEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Preparation and use of visual materials

DESCRIPTION: Practical ideas for the preparation and use of visual materials in training and education. Gives examples of how various functions serve in instruction. Illustrates how the behavioral principles underlying programmed instruction may be applied to the use of either static or dynamic visuals.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media and Methods Magazine

PRODUCER: _____

DISTRIBUTOR (S): North American Publishing Co.ADDRESS: 134 S. 133 StreetPhiladelphia, Pa 19107 Attn. Book Dept.

PHONE: _____

PURCHASE ☒ X

FREE _____

RENTAL _____

PRICE One yr. subscription
\$7.00

PRICE _____

MEDIA CONTENT AREA: MediaMEDIA PACKAGE FORMAT: Magazine

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: _____

DESCRIPTION: How other schools use modern media in their curriculum
who has effective programs for dealing with student problems of
drugs and sex, and latest developments in using media in schools are
included.

DESCRIPTION: The book considers the machines that provide audio and/or
visual experience in the modern educational situations. Includes basic
optical systems, standard lantern slide projectors, projection screen,
overhead projectors, transparency makers, opaque projectors, filmstriop and
two by two slide projectors and makers, PA systems, record-transcription
projectors, tape recorders, motion picture projectors, single concept
movie-makers, film, tape and electrical cord repairs, closed circuit
television, mounting and laminating machines and room
considerations for media use.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Operating Audiovisual EquipmentPRODUCER: Sidney C. Eboch (author)DISTRIBUTOR (S): Chandler Publishing CompanyADDRESS: 124 Spear StreetSan Francisco, CA 94105PHONE: (415) 433-4880PURCHASE X FREE _____ RENTAL _____PRICE \$2.25 PRICE _____MEDIA CONTENT AREA: AV EquipmentMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Projectors, record player, tape recorders, stereo
equipment, preparation of materials for projection.

DESCRIPTION: This book explains and illustrates, step by step, the operation of
all types of AV equipment. Detailed instructions are given for Ampro,
Bill and Howell, DeVry, Eastment, Victor, and RCA projectors. Other
topics covered include slide and filmstrip projectors, preparation
of materials for projection, record players, tape recorder
equipment. 73pp.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Project Discovery: A Demonstration in Education

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopaedia Britannica Educational Films

ADDRESS: 2494 Teagarden Street

San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X

FREE _____

RENTAL X

PRICE \$165.00 Color
85.00 B/w

PRICE \$9.00 color
6.00 b/w

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: 16mm film - color or b/w - 27 minutes

Also available in video cassette

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

or video cassette player, screen

CONTENTS OF PACKAGE: Project in which all classrooms were given enough
AV materials to make an impact and its effect

DESCRIPTION: A documentary presenting the innovative educational
project in which an entire school is given enough AV materials and equipment
to make an impact on every grade and subject area. Classroom situations
illustrate the effect this has on the child's ability to learn and the
contribution Project Discovery has made in in-service teacher education.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Reprints from "Educational Technology Magazine"

PRODUCER: _____

DISTRIBUTOR (S): Educational Technology Publications, Inc.

ADDRESS: 140 Sylvan Avenue

Englewood Cliffs, N. J. 07632

PHONE: (201) 871-4007

PURCHASE X

FREE _____

RENTAL _____

PRICE \$.75

PRICE _____

MEDIA CONTENT AREA: Different Media

MEDIA PACKAGE FORMAT: Magazine Article reprints

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE Various recent articles in Educational Technology Magazine

DESCRIPTION: 84 Teaching the Effective Use of Media-Melvin E. Knight and Dennis L. Smith

118. Increasing Sense of Effectiveness Through Media-Robert A. Rosenthal

135. The 8mm Filmloop in Science Instruction - Lawrence R. Przekop

324. Selecting Media to Present Basic Concepts-Adrian P.

Van Mondfrans and Ronald L. Houser

MEDIA TRAINING KITS AND MATERIALS

TITLE: Systems Techniques for Pretesting Mediated Instructional Materials

PRODUCER: Dr. Jay M. Sedlik, Author

DISTRIBUTOR (S): Education and Training Consultants Co.

ADDRESS: Box 49899

Los Angeles, California 90049

PHONE: (213) 472-2444

PURCHASE X FREE RENTAL

PRICE \$10.00 PRICE

MEDIA CONTENT AREA: Pretesting media materials

MEDIA PACKAGE FORMAT: Test

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Systems techniques applied to the pretesting
of instructional materials

DESCRIPTION: This is a systematic approach for diagnostic pretesting which enables the producer to predict effectiveness during production and to revise for optimum effect. It can be utilized for film and television production and any of the media in the technology of instruction. Feedback control is applied during developmental stages. These are methods for improving mediated learning materials at a lower cost.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Tapes, Hinging, and Storage

PRODUCER: _____

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road

Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X

FREE _____

RENTAL _____

PRICE \$14.00

PRICE _____

MEDIA CONTENT AREA: Tapes, hinging, storage

MEDIA PACKAGE FORMAT: See: filmstrip, record, student manual (39 frames)

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
record players

CONTENTS OF PACKAGE: Use of adhesive materials in preparing instructional
materials, edging, binding and hinging

DESCRIPTION: This set provides instruction in the use of various
adhesive materials for the student to use in preparing instructional
materials. It includes procedures for edging, binding and hinging.

The filmstrip also discusses the problem of storing various instructional
materials. Importance of using edging and hinging tapes, making standard
size hinged charts for each storage and describing how storage space
can be created in the classroom inexpensively. For individual
instruction or for use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Audio-Visual Series: Operation and Care of the Bell and Howell Specialist Film Sound Projector

PRODUCER: International Film Bureau Inc.

DISTRIBUTOR (S): International Film Bureau Inc.

ADDRESS: 332 South Michigan Avenue

Chicago, Illinois 60604

PHONE: (312) 427-4545

PURCHASE X **FREE** _____ **RENTAL** X

PRICE \$120.00 **PRICE** \$5.00

MEDIA CONTENT AREA: 16mm motion picture projector

MEDIA PACKAGE FORMAT: Film - 11 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film Projector

CONTENTS OF PACKAGE: Operation and care of Bell and Howell Specialist

Film sound projector

DESCRIPTION: Techniques of good projector operation are covered.

Starting with the placement of the projector on its stand, the cover is

removed; power supply is engaged; film is mounted on feed reel, threaded

through film gate and onto the proper size take-up reel; and the picture

is focused and positioned on the screen. References are made to adjustments

that are necessary at times for frame line, sharp, focus, sound volume

and tone setting, and single frame still picture. Instructions included for

rewinding, cleaning lenses and film channel, and replacing projection

and exciter lamps.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Completed AudiovisualistPRODUCER: Trafco FilmsDISTRIBUTOR (S): United Methodist CommunicationsADDRESS: 1525 McGavock StreetNashville, Tenn. 37203PHONE: (615) 327-0911PURCHASE X FREE _____ RENTAL XPRICE \$65.00 PRICE \$4.00MEDIA CONTENT AREA: A-V presentationsMEDIA PACKAGE FORMAT: 16mm film - color - 6 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16 mm projectorCONTENTS OF PACKAGE: Basic steps in the proper use of A-V resourcesDESCRIPTION: A humorous film about the pitfalls of usingaudiovisual equipment with a group. The film suggests a series of useful
hints to help make your next audiovisual experience more successful.Can be used to teach and discuss the basic steps in the proper use of
audiovisual resources.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Message is You: Guidelines for Preparing PresentationsPRODUCER: Mack Rowe, D. Curl, H. R. Frye, J. Kemp, W. VeenendaalDISTRIBUTOR (S): AECT Publications, Dept. P.CADDRESS: 1201 16th Street N. W.Washington, D. C. 20036

PHONE: _____

PURCHASE X

FREE _____

RENTAL _____

PRICE \$2.50

PRICE _____

MEDIA CONTENT AREA: Suggestions for visual aids in presentationsMEDIA PACKAGE FORMAT: Book - 40pp

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: _____

DESCRIPTION: This publications is valuable in giving guidelines to anyonewho presents reports. The information included in this book shows a simplestep by step development for those unfamiliar with the range of sophisticatedmaterials and devices available for presentations. A bibliographyis included

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Opaque ProjectorPRODUCER: Wayne StateDISTRIBUTOR (S): Wayne State University A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Mich 48202PHONE: (313) 577-1980PURCHASE FREE RENTAL X PRICE PRICE \$2.00 MEDIA CONTENT AREA: Opaque ProjectorMEDIA PACKAGE FORMAT: Filmstrip - 44 frames, colorEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Uses of opaque projector, preparation of materials

DESCRIPTION: Photographs and art work describe the various uses
to which an opaque projector can be put, and shows how to prepare materials
for it.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Projectionist in Action: Operating the Filmstrip ProjectorPRODUCER: Wayne StateDISTRIBUTOR (S): Wayne State University, A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-2424PURCHASE FREE RENTAL X PRICE PRICE \$2.00 MEDIA CONTENT AREA: FilmstripMEDIA PACKAGE FORMAT: Filmstrip - 65 frames, colorEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Maintenance, care and operation of filmstrip
projector.DESCRIPTION: Illustrates the proper maintenance, care and operation
of the filmstrip projector. Special attention is given to the
care and handling of filmstrips to prevent damage.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Projectionist in Action: Operating the Motion Picture ProjectorPRODUCER: Wayne State Catalog No. 1575-7DISTRIBUTOR (S): Wayne State University, A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-1980PURCHASE FREE RENTAL x PRICE PRICE \$2.00 MEDIA CONTENT AREA: Motion PictureMEDIA PACKAGE FORMAT: Silent filmstrip - 64 frames, colorEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Maintenance, care and operation of motion
picture projectorDESCRIPTION: Illustrates the proper maintenance, care and operation
of the motion picture projector. Special attention is given to the
systematic procedures necessary to smooth operation of the projectors
and to the protection of film from damage.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Troubleshooting Audio Equipment (20525)

PRODUCER: _____

DISTRIBUTOR (S): Howard W. Sams and Co. Inc.ADDRESS: 4300 West 62nd StreetIndianapolis, Indiana 46268PHONE: (317) 291-3100PURCHASE X FREE _____ RENTAL _____PRICE \$3.95 list PRICE _____2.96 educationMEDIA CONTENT AREA: Audio equipment repairsMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Diagnosis of troubles in audio equipmentDESCRIPTION: Complete guide to practical troubleshooting and
diagnosis of troubles in major audio equipment.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Audio-Visual Materials Series

PRODUCER: McGraw-Hill

DISTRIBUTOR (S): Stanley-Bowmar Co., Inc.

ADDRESS: 4 Broadway

Valhalla, N. Y. 10595

PHONE: (914) 946-2600

PURCHASE X FREE _____ RENTAL _____

PRICE Set of 5 filmstrips \$29.50 PRICE _____

MEDIA CONTENT AREA: 16mm Motion Picture Projector, filmstrip projector

MEDIA PACKAGE FORMAT: Five filmstrips, boxed, about 32 frames each

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector

CONTENTS OF PACKAGE: Operation of 16mm projector and filmstrip projector

DESCRIPTION: Provides a thorough introduction to the operation and care of motion picture and filmstrip projectors. The effective use of filmstrips in teaching is covered in detail.

The 16mm Motion Picture Projector - 1

The 16mm Motion Picture Projector - 2

The 16mm Motion Picture Projector - 3

The Filmstrip Projector

Filmstrip and the Teacher

Using Audio-Visual Materials Series - 2

1. Motion Picture Projection Practice Part I, 3'35"

Uses a variety of 16mm projectors to show recommended method to set up, prefocus, clean gate, thread film, use hand test know, and run film down to main title in preparation for showing.

2. Motion Picture Projection Practice, Part II 4'

Continues with a variety of 16mm projectors to show recommended method to start a film showing, adjust frame, re-set lost loop, reverse film, end film showing, rewind film, change repack projector.

3. RCA (Models Junior and 34016 2'

Part I Set-up each model projector 2'

4. Part II - Prefocus, thread film 1'40"

5. Part III - Start projection, adjustments during projection, end showing
rewind film.

6. Part IV - Repack each model 2'30"

Kodak Pageant (Model AV-126-TR)

7. Part I - set-up projector, prefocus, thread film 2'45"

8. Part II - Start projection; adjustments during projection, end showing,
rewind film, repack projector 2'45" Graflex (Model 815)

9. Part I set-up projector, prefocus, thread film 2'20"

10. Part II - Start projection, adjustments during projection, end showing,
rewind film, repack projector Kalart Victor (Model 70-15)

11. Part I - set-up projector, prefocus 2'35"

12. Part II - Thread film 1'55"

13. Part III - Start projection, adjustments during projection, end showing
rewind film, repack projector 3'50" Bell and Howell (Model 399)

14. Part I - set-up projector, prefocus 1'40"

15. Part II - Thread film 1'50"

MEDIA TRAINING KITS AND MATERIALS

TITLE: Administering Educational Media, 1972

PRODUCER: Brown, and Norberg

DISTRIBUTOR (S): McGraw-Hill Book Company

ADDRESS: 8171 Redwood Highway
Novato, California 94947

PHONE: (415) 897-5201

PURCHASE X

FREE

RENTAL

PRICE \$7.96

PRICE

MEDIA CONTENT AREA: Role of instructional media in education

MEDIA PACKAGE FORMAT: book, 480 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Roles of instructional media in education, form or
management for each media.

DESCRIPTION: Consideration is given to the roles of instructional media
in the total process of education. From this discussion a form or
management for each media is presented. Purpose of the book is to
serve as a college text for persons who will become media generalists,
audio-visuals production specialists and others. Areas covered include
TV, individualized instruction, automated learning systems and
equipment.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Aid to Media Selection for Students and TeachersPRODUCER: Catalog Number HE5.234 34045 S/n 1780=0810DISTRIBUTOR (S): Superintendent of DocumentsADDRESS: Government Printing OfficeWashington, D.C. 20402PHONE: (202) 783-3238PURCHASE X FREE RENTAL PRICE \$1.25 PRICE MEDIA CONTENT AREA: media selectionMEDIA PACKAGE FORMAT: booklet 82 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: DESCRIPTION: Describes selected book lists and periodicalswhich review books, audiovisual materials, and multiethnicinstructional materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-visual Materials in TeachingPRODUCER: Coronet, in cooperation with the National College of EducationDISTRIBUTOR (S): Lifelong Learning, University ExtensionADDRESS: University of CaliforniaBerkeley, CA 94720PHONE: (415) 642-2124PURCHASE X

FREE _____

RENTAL _____

PRICE \$4.00

PRICE _____

MEDIA CONTENT AREA: AV materialsMEDIA PACKAGE FORMAT: film, 16mm, 4 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: How to use audio-visual materials in classroom learning

DESCRIPTION: The film shows how, in our A-V world, audio-visual materials can challenge children's attention and interests in the classroom. Integration of audio-visual materials into a unit is demonstrated as we see the teacher and the audio-visual center coordinating efforts to bring rich learning experiences to the classroom. Actual class situations, teachers, class activities and an audio-visual center are shown.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audiovisual Methods in Teaching, third editionPRODUCER: Edgar Dale authorDISTRIBUTOR (S): The Dryden PressADDRESS: 901 North ElmHinsdale, Illinois 60521PHONE: (312) 325-2985PURCHASE x FREE _____ RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: AV methods in teachingMEDIA PACKAGE FORMAT: instructors manual 720 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: _____

DESCRIPTION: Various strategies used in audio-visual methods
of teaching.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio-Visual SupervisorPRODUCER: Wittich, consultantDISTRIBUTOR (S): International Film Bureau, Inc.ADDRESS: 332 South Michigan AvenueChicago, Illinois 60604PHONE: (312) 427-4545PURCHASE X FREE _____ RENTAL xPRICE: \$185 PRICE \$9.00MEDIA CONTENT AREA: AV supervisorMEDIA PACKAGE FORMAT: 16mm color film, 18 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

16mm projectorCONTENTS OF PACKAGE: Objectives and responsibilities of AV supervisor

DESCRIPTION: The professional field of audio-visual education is surveyed, with day-by-day objectives and responsibilities of the position presented in detail. Supervisors must acquaint new teachers with all AV materials available to them, demonstrate operation, supervise student assistants, train student operators, and supervise repair and maintenance. He is responsible for selection of equipment and must be aware of new developments. He evaluates equipment and materials. He participates in school budget planning and is part of the school administrative organization.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Classroom Teacher's Guide to Audio-visual Materials.PRODUCER: Freedman, and Berg, 1967DISTRIBUTOR (S): Chilton Company Book DivisionADDRESS: 201 King of Prussia RoadRadnor, Pennsylvania 19089PHONE: (215) 687-8200

PURCHASE _____ FREE _____ RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: A-V materials and use in classroomMEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Lesson Plans, use of A-V materials in
classroomDESCRIPTION: Lesson plans and practical suggestions in the use of
audio-visual materials.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Educational MediaPRODUCER: National Education AssociationDISTRIBUTOR (S): NEA Order DepartmentADDRESS: Academic BuildingSaw Mill Road, West Haven, Conn. 06516PHONE: (202) 934-2669PURCHASE X FREE _____ RENTAL _____PRICE \$10.00 PRICE _____MEDIA CONTENT AREA: mediaMEDIA PACKAGE FORMAT: filmstrip with recorded narration and scriptSepiatone filmstrip

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

filmstrip projector, record playerCONTENTS OF PACKAGE: Selecting and testing mediaDESCRIPTION: What research says to the teacher is the major topic.Discusses the media available and the considerations involvedin selecting and testing media.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Educational Media and the Teacher

PRODUCER: John Haney and Eldon Ullerm, authors

DISTRIBUTOR (S): William Brown Company Publishers

ADDRESS: 2460 Kerper Boulevard

Dubuque, Iowa 52001

PHONE: (319) 588-1451

PURCHASE X

FREE

RENTAL

PRICE \$2.25

PRICE

MEDIA CONTENT AREA: still projection, audio, TV, films , graphics

MEDIA PACKAGE FORMAT: book, 130 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Teachers and students in mediated environment,
still projection media, audio based media, motion pictures, TV,
graphics, displays, exhibits, instructional systems, media services.

DESCRIPTION: The book considers the nature of media and its effective use in helping students to learn. Throughout, the book stresses possibilities of imaginative and purposeful applications of media in elementary and secondary schools. It provides concrete information about what the teacher can do independently in terms of working with equipment, selecting or providing material, and obtaining the assistance of professional media specialists in his school building or system media center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Effectiveness of AV Materials

PRODUCER: Wayne State

DISTRIBUTOR(S): Wayne State University, AV Utilization Center

ADDRESS: 5448 Cass Avenue

Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE FREE RENTAL X

PRICE PRICE \$2.00

MEDIA CONTENT AREA: AV materials

MEDIA PACKAGE FORMAT: filmstrip, 45 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

projector

CONTENTS OF PACKAGE: Effectiveness of AV materials, how to increase effectiveness

DESCRIPTION: The tested effectiveness of all types of audio visual materials is presented. The filmstrip answers the questions, why are AV materials effective? How well do they teach facts, develop motor skills, and change attitudes? What factors are important in increasing their effectiveness?

MEDIA TRAINING KITS AND MATERIALS**TITLE:** Fundamentals of Teaching with Audiovisual Technology**PRODUCER:** Carlton, Erickson, Curt authors**DISTRIBUTOR (S):** MacMillan Company**ADDRESS:** 866 Third AvenueNew York, New York 10022**PHONE:** (212) 935-2000**PURCHASE** X **FREE** _____ **RENTAL** _____**PRICE** \$9.95 **PRICE** _____**MEDIA CONTENT AREA:** visual, electronic, projected media**MEDIA PACKAGE FORMAT:** book, 416 pages**EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:** _____**CONTENTS OF PACKAGE:** The teacher and technology, non-projected and projected media; producing media, operating AV equipment

DESCRIPTION: This new edition contains information about microteaching, individualization, educational objectives, and proven fundamentals of methodology. Non-projected visual media, projected and electronic media, media in the classroom, media for individualizing instruction, producing AV media, and operating AV equipment are covered. Extensive lists of sources, instruments, supplies, versatile problem activities at the end of each chapter, and many illustrations are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Fundamentals of Teaching with AV Technology

PRODUCER: Erickson author

DISTRIBUTOR (S): Macmillan Company, University Microfilms

ADDRESS: 300 North Zeeb Road

Ann Arbor, Michigan 48106

PHONE: (313) 761-4700

PURCHASE X

FREE

RENTAL

PRICE \$8.95

PRICE 9

MEDIA CONTENT AREA: instructional media and characteristics

MEDIA PACKAGE FORMAT: book, 384 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Need for instructional technology, case studies, characteristics of each medium, preparation and operation of equipment

DESCRIPTION: Discusses need for audio-visual technology with emphasis
on newer instructional media: includes numerous case studies and
unique characteristics of each medium. Tells how to prepare simple
materials and operate equipment, Introductory text.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kaleidoscope-Emerging Patterns in MediaPRODUCER: Council for Exceptional ChildrenDISTRIBUTOR (S): CEC PublicationsADDRESS: 1920 Association DriveReston, Virginia 22091PHONE: (703) 620-3660PURCHASE XFREE RENTAL PRICE \$1.50PRICE MEDIA CONTENT AREA: Classroom applications, planning and teacher trainingMEDIA PACKAGE FORMAT: book.EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Classroom applications, planning and teacher training in media

DESCRIPTION: Focuses on three major conference themes: classroom applications, planning and teacher training packages. Examples include use of slide tapes, overhead projectors, videotape, closed circuit TV. Useful for teachers, administrators, program supervisors, 1971, fully illustrated, 64 pages

MEDIA TRAINING KITS AND MATERIALS

TITLE: Looking at Visual Aids (TT2)

PRODUCER: _____

DISTRIBUTOR (S): Colonial Films, Inc.

ADDRESS: 752 Spring Street, NW

Atlanta, Georgia 30308

PHONE: (404) 875-8823

PURCHASE X

FREE _____

RENTAL _____

PRICE Filmstrip and record \$25

PRICE _____

~~PRICE Filmstrip and tape \$2750~~

CONTENT AREA: Visual Aids

MEDIA PACKAGE FORMAT: Filmstrip, printed narration, record,

reel-to-reel or cassette tape

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

projector and tape or record player

CONTENTS OF PACKAGE: Subjects include filmstrips, slides, chalkboard,
pointers, paper easels.

DESCRIPTION: This filmstrip with discussion information and record
or tape serves equally well as a review for experienced teachers or to
introduce the prospective teacher to visual aids. Subjects include
filmstrips, slides, chalkboards, pointers, paper easels and others

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Teaching EffectivePRODUCER: Wayne StateDISTRIBUTOR (S): Wayne State University, AV Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-2424PURCHASE FREE RENTAL X PRICE PRICE \$2.00MEDIA CONTENT AREA: AV materialsMEDIA PACKAGE FORMAT: filmstrip, 39 frames, black and whiteEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projectorCONTENTS OF PACKAGE: Effective atmosphere of AV materialsDESCRIPTION: Shows curriculum atmosphere in which AV materials are
most effective.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media and the Culturally Different LearnerPRODUCER: National Education Association, Teachers RightsDISTRIBUTOR (S): NEA Order Dept, Academic BuildingADDRESS: Saw Mill RoadWest Haven, Conn. 06516PHONE: 203) 934-2669PURCHASE XFREE RENTAL PRICE \$1.25PRICE MEDIA CONTENT AREA: media and the culturally differentMEDIA PACKAGE FORMAT: book 48 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: DESCRIPTION: Discusses the learning characteristics of theculturally different learner and of relevant media applicationsin instruction. Provides information about the effective use ofeducational media with the children of the poor.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media and the Teaching of English

PRODUCER: Kenneth Donelson, editor

DISTRIBUTOR (S): National Council of Teachers of English

ADDRESS: 1111 Kenyon Road
Urbana, Illinois 61801

PHONE: (217) 328-3870

PURCHASE X FREE _____ RENTAL _____

PRICE \$1.25 PRICE _____

MEDIA CONTENT AREA: Filmstrips, television, slide-tape presentations

MEDIA PACKAGE FORMAT: book, 78 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Using media to instruct high school English

DESCRIPTION: A wide range of ideas for heightening interest in
high school English by using various media, 16 practical articles
evaluate media use, filmstrips, television, slide-tape presentations,
bulletin board. Bibliography.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Development for Visually Impaired Children

PRODUCER: Robert Wynn, Texas School for Blind, 1100 W.45th, Austin, TX 78756

DISTRIBUTOR (S): Media Services and Captioned Films

ADDRESS: Division of Educational Services for the Handicapped
Washington, D.C. 20202

PHONE: (202) 245-9661

PURCHASE _____ **FREE** _____ **RENTAL** _____

PRICE _____ **PRICE** _____

MEDIA CONTENT AREA: media for visually impaired children

MEDIA PACKAGE FORMAT: research and demonstration project

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

must contact Mr. Wynn for detailed information.

CONTENTS OF PACKAGE: Plan, develop, and demonstrate a systems
approach to utilization of media for handicapped

DESCRIPTION: Selected commercially available and teacher-produced
educational materials are being evaluated. Attempts are being
made to demonstrate the use of such materials in a developmental
program designed to achieve maximum perceptual-cognitive ability
of visually impaired children. Developmental sensory training
materials in all three sensory modes (auditory, tactile and visual
where there is residual vision) will be demonstrated and evaluated.
This project's goal is to stimulate the sensory awareness of visually
impaired children to achieve maximum proficiency in educational and
daily living skill.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media for Discovery

PRODUCER: Dr. Hans Moller

DISTRIBUTOR (S): Urban Media Materials, Inc.

ADDRESS: 212 Mineola Avenue
Roslyn Heights, New York 11577

PHONE: (516) 484-4130

PURCHASE X **FREE** **RENTAL**

PRICE \$4.95 **PRICE**

MEDIA CONTENT AREA: media

MEDIA PACKAGE FORMAT: 145 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Media use in the classroom

DESCRIPTION: A handbook for teachers on using media in the
classroom with an overview of all media currently in use, plus
practical suggestions and model unit plans.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media NowPRODUCER: Southwest Iowa Learning Resource CenterDISTRIBUTOR (S): Media NowADDRESS: 1019 19th Street, NW, Suite 1110Washington, D.C. 20036

PHONE: _____

PURCHASE _____

FREE _____

RENTAL _____

PRICE _____

PRICE _____

MEDIA CONTENT AREA: film, radio, TV and soundMEDIA PACKAGE FORMAT: programmed instruction

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Media hardware production, genre, evaluation,
aesthetics, and presentation.

DESCRIPTION: This is a new course of study in the mass media with
major emphasis on film, radio, TV, and sound. Built around the
concepts of individualized instruction, performance objectives, and
learning by doing, the course includes 50 learning activity packages
organized into seven modules which include: media hardware, production,
genre, evaluation, interpretation, aesthetics, and presentation.
The course may be used as a semester or full year's course.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Utilization Services for Teachers

PRODUCER: Atlanta Public Schools, 224 Central Avenue, Atlanta, GA 30303

DISTRIBUTOR (S): Media Services and Captioned Films

ADDRESS: U.S. Office of Education
Washington, D.C. 20202

PHONE: (202) 245-9661

PURCHASE _____ **FREE** _____ **RENTAL** _____

PRICE _____ **PRICE** _____

MEDIA CONTENT AREA: facilitate utilization of media for handicapped

MEDIA PACKAGE FORMAT: research and demonstration project

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____
must contact Dr. Gil Tauffner, Atlanta Public Schools

CONTENTS OF PACKAGE: Plan, develop and demonstrate a systems
approach to facilitate utilization of media to improve instruction
for handicapped children.

DESCRIPTION: Efforts of this project are centered on assisting
teachers in identification, selection, production, and utilization
of media in the educational continuum at all grade levels. The
immediate objective of the project is to plan, develop, and
demonstrate a systems approach to facilitate the utilization of
media to improve instruction for handicapped children. The systems
approach includes the development and unification of a media team.
Appropriate media will be used to remediate diagnosed learning
problems. Five selected target schools will demonstrate the
utilization of media and instruct teachers in development and
design of new media to aid in instruction.

MEDIA TRAINING KITS AND MATERIALS

TITLE: New Methods and Techniques in Education

PRODUCER: _____

DISTRIBUTOR (\$): UNESCO Publications CenterADDRESS: 650 1st AvenueNew York, New York 10016PHONE: (212) MU64707PURCHASE X FREE _____ RENTAL _____PRICE \$1.00 PRICE _____MEDIA CONTENT AREA: Use of AV aids for educational purposes.MEDIA PACKAGE FORMAT: book 51 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: _____

DESCRIPTION: Study of new methods in education and of the use of
audio-visual aids for educational purposes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Practical Guide to Classroom MediaPRODUCER: Dolores and David LintonDISTRIBUTOR(S): Pflaum/Standard Publishing CompanyADDRESS: 228 Arbor StreetDayton, Ohio 45402PHONE: (513) 294-3636PURCHASE X FREE _____ RENTAL _____PRICE \$3.75 PRICE _____MEDIA CONTENT AREA: Organizing a media programMEDIA PACKAGE FORMAT: book 118 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: How to finance the media program, make the most
of available equipment, involve the entire school, win community
and school support, survey of media usage.

DESCRIPTION: In Part I, the authors give workable suggestions for
selling the idea of improved media study to colleagues, administrators,
and the community. Sketches ways of financing the program, of making
the most of available equipment, of involving the entire school in
the program. In Part II, they comprehensively survey the use of media
in the classroom. Included are a variety of projects and activities.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Psychology of the Use of Audio-visual Aids in Primary EducationPRODUCER: UNESCODISTRIBUTOR (S): UNESCO Publications CenterADDRESS: 650 1st AvenueNew York, New York, 10016PHONE: (212) MU64707PURCHASE XFREE RENTAL PRICE \$6.00PRICE MEDIA CONTENT AREA: Psychology of audio-visual aidsMEDIA PACKAGE FORMAT: book, 230 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: AV aids

DESCRIPTION: Emphasizes the need for developing a more scientific
use of teaching aids. A guide for educational psychologists and for
educators who wish to use audio-visual aids efficiently.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Selective Audio-visual Instruction for Mentally RetardedPRODUCER: Goldstein authorDISTRIBUTOR (S): Educational Division, the Ryerson PressADDRESS: 299 Queen Street WestToronto, Canada

PHONE: _____

PURCHASE X

FREE _____

RENTAL _____

PRICE \$6.35

PRICE _____

MEDIA CONTENT AREA: AV for Mentally Retarded PupilsMEDIA PACKAGE FORMAT: book 116 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Methods of AV instruction and their application
to the mentally retarded pupil

DESCRIPTION: This study shows how the use of selective AV instruction
can help in developing the personal, social and occupational
adequacies of the mentally retarded. Certain aspects of learning
of the mentally retarded are explored in a pilot demonstrating
methods of AV instruction. How such methods can be used in
lesson planning and film topics are discussed. The author
reviews valuable background material and previous research on
various populations.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching Machines and Programmed InstructionPRODUCER: Edward Fry, authorDISTRIBUTOR (S): McGraw-Hill Book Co.ADDRESS: 1221 Avenue of the AmericasNew York, New York 10020PHONE: (212) 997-1221PURCHASE X FREE RENTAL PRICE \$8.55 PRICE MEDIA CONTENT AREA: teaching machinesMEDIA PACKAGE FORMAT: book 244 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Types of teaching machines, how to write,
evaluate, and utilize programs.

DESCRIPTION: This text describes, pictures, classifies and explains
all major types of teaching machines. A detailed description is
given of how to write, evaluate, and utilize programs. There are
samples of various types of programming from major leaders in the
field plus the author's own summary and synthesis of programmed
ideas. The book then goes on to describe, discuss and site
research when available in a number of other practical and theoretical
considerations often overlooked in the field, such as cost,
requirements of teachers, place of programs in the entire educational
lesson length, and amount of repetition required.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Audio-visual RepresentativePRODUCER: Audio-Visual Section LA City SchoolsDISTRIBUTOR (S): Bailey Films, Inc. (BFA)ADDRESS: 6509 DeLongpre AvenueHollywood, CA 90028PHONE: (213) 829-2901PURCHASE XFREE RENTAL PRICE Filmstrip \$7
Record \$5PRICE MEDIA CONTENT AREA: A-V representativeMEDIA PACKAGE FORMAT: filmstrip and recordEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector and record playerCONTENTS OF PACKAGE: responsibilities of A-V representativeDESCRIPTION: A visualized presentation of the delegated responsibilitiesof the A-V representative in a school building including communicating
with the faculty, ordering films, scheduling films and equipment, working
with the projection crew, saving time, and additional services from the
department. 89 frames, 12" LP record

MEDIA TRAINING KITS AND MATERIALS

TITLE: The How to's of Programming

PRODUCER: Videosonic Systems Division

DISTRIBUTOR (S): P.O. Box 3310

ADDRESS: Fullerton, California

PHONE: (714) 871-3232

PURCHASE X **FREE** **RENTAL**

PRICE \$950.00 **PRICE**

MEDIA CONTENT AREA: AV Programs

MEDIA PACKAGE FORMAT: Seven self-instructional programs to be used with
the Videosonic machines

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

Videosonic viewers

CONTENTS OF PACKAGE: Seven self-instructional training programs
covering fundamental methods and techniques used in producing AV
programs.

DESCRIPTION: The seven programs are as follows: 1) Orientation-the nature
of AV programming, the Videosonic System, 2) Videosonic Analysis -
method for developing AV presentation cost data, 5-step analysis technique,
3) Script Writing-ten rules to follow, 4) Photography-use of 35mm
camera and procedure for getting top quality pictures, 5) Narration-
voice control, script reading, use of microphone, 6) Recording-function
of Videosonic Model 102BR machine, 7) Finalization-final editing,
evaluation, common problems.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The New Media in Action: Case Studies for PlannersPRODUCER: UNIPUBDISTRIBUTOR (S): UNIPUB, Inc.ADDRESS: 650 1st AvenueNew York, New York 10016PHONE: (212) MU64707PURCHASE ☒ XFREE ☐RENTAL ☐PRICE \$13.50PRICE ☐MEDIA CONTENT AREA: Costs, administration and logistics of new mediaMEDIA PACKAGE FORMAT: books, three volumes, 627 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: 23 case studies on educational projectsusing media.DESCRIPTION: Twenty-three case studies on educational projectsusing radio, television, films, correspondence, programmed learning.Full analysis of costs, administrative and logistical problems and educational results.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Audio-Visual Materials in EducationPRODUCER: James KinderDISTRIBUTOR (S): American Book Company, 1965ADDRESS: 450 West 33rd StreetNew York, New YorkPHONE: (212) 594-8660

PURCHASE _____ FREE _____ RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: A-V materials in educationMEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: A-V uses in curriculumDESCRIPTION: Suggestions for utilization of audio-visuals fromkindergarten through the grades,

MEDIA TRAINING KITS AND MATERIALS

TITLE: Visual Aids

PRODUCER: _____

DISTRIBUTOR (S): Wayne State University, A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-2424PURCHASE _____ FREE _____ RENTAL XPRICE _____ PRICE \$8.40MEDIA CONTENT AREA: visual aidsMEDIA PACKAGE FORMAT: film, 30 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

projectorCONTENTS OF PACKAGE: role of visual materials in the classroomDESCRIPTION: Illustrates the role of visual materials in the classroom.Demonstrates how to implement teaching through the medium ofvision, describing both the right and wrong way to apply visual aids.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Classroom Graphics

PRODUCER: _____

DISTRIBUTOR (S): Scott Education DivisionADDRESS: 104 Lower Westfield RoadHolyoke, Ma 01040PHONE: (413) 536-8380PURCHASE X

FREE _____

RENTAL _____

PRICE set \$14.00 / instruction manual \$3.00

PRICE _____

MEDIA CONTENT AREA: GraphicsMEDIA PACKAGE FORMAT: Set: one filmstrip, record, instructionhandbook (Basic Educational Graphics) filmstrip
is 56 framesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
record playerCONTENTS OF PACKAGE: Six skills associated with production of
classroom graphics, materials designed for individual useDESCRIPTION: This set is designed to teach the use of basic
educational graphics. The set presents an overview of local
production and includes equipment needed to produce basic classroom
graphics. Included: description of basic educational graphics, six
skills associated with production, materials needed, how graphic skills
are basic to more sophisticated media production. For individual
instruction or to accompany demonstrations of media techniques and
assist in lectures

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Educational Graphics

PRODUCER: Roy Frye, Educational Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road

Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X FREE _____
(each participants manual \$2.00)

RENTAL _____

PRICE set - \$150.00

PRICE _____

MEDIA CONTENT AREA: Graphics, lettering drymounting, laminating

MEDIA PACKAGE FORMAT: Kit - instructor's manual, 75 transparency masters, 10 filmstrips, 8 records, 12 overhead transparencies, 15 student manuals

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector, filmstrip projector, record player

CONTENTS OF PACKAGE: Media usage, use of graphics in instruction, lettering, drymounting, laminating, composition. Designed for use with 15 participants

DESCRIPTION: This set is designed to provide comprehensive instruction in many of the skills associated with the local production of graphics for instruction can be used as an introduction to media skills which should be acquired prior to exposure to more sophisticated media.

Excellent for teachers, paraprofessionals and others who need instruction in basic media skills. Topics include: media usage, basic classroom graphics, teacher evaluation of graphics, lettering (stencils, spray-paint, wire-brush), drymounting, lamination, composition, tapes, hinges and storage.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Composition (Graphic)

PRODUCER: _____

DISTRIBUTOR (S): Scott Education DivisionADDRESS: 104 Lower Westfield RoadHolyoke, Ma 01040PHONE: (413) 536-8380PURCHASE ☒ _____

FREE _____

RENTAL _____

PRICE \$14.00 / manual only \$2.00

PRICE _____

MEDIA CONTENT AREA: Graphic compositionMEDIA PACKAGE FORMAT: Set: one filmstrip (43 frames) record,
student manualEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projection,
record playerCONTENTS OF PACKAGE: Graphic layout, use of color, proper lettering,
background

DESCRIPTION: This set provides instruction in graphic composition
from an instructional point of view. The set discusses layout, use
of color, proper lettering standards, and the use of various mats
and background material. Requirements for composition in instructional
visuals, four elements used to attract and hold the learner's
attention, eye flow, various uses of arrangement, color and manipulation
to achieve different effects are included. For individual instruction
or for use in demonstrations or lectures

MEDIA TRAINING KITS AND MATERIALS

TITLE: Educational Graphics

PRODUCER: Roy A. Frye

DISTRIBUTOR (S): Hester and Associates

ADDRESS: 11422 Harry Hines Boulevard

Dallas, Texas 75229

PHONE: (214) 241-4859

PURCHASE X

FREE _____

RENTAL _____

PRICE each loop \$22.50 / 10 loops \$211.50

PRICE _____

MEDIA CONTENT AREA: Graphics

MEDIA PACKAGE FORMAT: Filmloops

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmloop projector

CONTENTS OF PACKAGE: Lettering, drymounting, laminating, composition

DESCRIPTION: 1. Simple lettering techniques: simple procedures for using pre-cut letters, spray paint, and stencils for the rapid production of classroom bulletin boards and posters 4'15"

2. Lettering with guides: Wrico Lettering Set 4'10"

3. Lettering with felt pens 3'30"

4. Drymounting large materials 4'20"

5. Laminating large materials 4'20"

6. Lettering for projection 4'10"

7. Making maps and charts 3'20"

8. Composition for instruction - how the eye sees instructional

materials 2'40"

9. Manipulative devices - movable instructional material 4'15"
10. Laminating leaves 2'45"

MEDIA TRAINING KITS AND MATERIALS

TITLE: Films on A-V Production Techniques: Lettering

PRODUCER: Instructional Media Productions, Jerrold E. Kemp, Director

DISTRIBUTOR (S): Chandler Publishing Company

ADDRESS: 124 Spear Street
San Francisco, California 94105

PHONE: (415) 433-4880

PURCHASE X FREE _____ RENTAL _____

PRICE color \$16.00 ea / b/w \$8.00 ea PRICE _____

MEDIA CONTENT AREA: Lettering

MEDIA PACKAGE FORMAT: Two color films, five black and white films
free instructional guide with every two or more
films purchased

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 8mm projection

CONTENTS OF PACKAGE: Lettering: felt pen, prepared letters,
Wricoprint, Lerov 500

DESCRIPTION: The films are slow-paced and close-ups of details are
shown wherever desirable.

1. Lettering: The felt pen (Basic Skills) 4'50" (color) characteristics
of commonly-used felt pens, proper finger, wrist, and
arm position as pen is used; methods of forming letters,
and proper pen speed during use.

2. Lettering: The felt pen (Applications) 4'20" (color) Results of
using felt pens for preparing lettering styles, flash
cards, displays, charts, and bulletin boards

3. Lettering: Prepared Letters 4'30" (black and white) Using

construction paper cut-outs, gummed-back letters and dry transfer letters

4. Lettering: Wricoprint 2'5" (black and white) Using Wricoprint stencils lettering guide with brush pen and felt pen for lettering 1/2 inch and smaller
5. Lettering: Wrico Signmaker 4'20" (black and white) Using Wrico Signmaker stencil guide with brush pen and felt pen for lettering 1/2 inch and larger
6. Lettering: Leroy 500 and Smaller 3'45" (black and white) Using Leroy Template, scribe and pen for lettering 1/2 inch and smaller
7. Lettering: Leroy 700 and Larger 3'55" (black and white) Using Leroy template, scribe and pen for lettering 3/4 inch and larger

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Use of Graphics

PRODUCER: _____

DISTRIBUTOR (S): Scott Education DivisionADDRESS: 104 Lower Westfield RoadHolyoke, Ma 01040PHONE: (413) 536-8380PURCHASE X

FREE _____

RENTAL _____

PRICE \$14.00 set / student manual \$2.00

PRICE _____

MEDIA CONTENT AREA: Chalkboard, walls, bulletin boardsMEDIA PACKAGE FORMAT: Set: one filmstrip, record, student manual(Basic Educational Graphics) Filmstrip is 27 framesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
record playerCONTENTS OF PACKAGE: Use of classroom wall space, low-cost
modifications, selection of instructional materials

DESCRIPTION: This set presents, through models and examples, proper
use of chalkboard areas, walls, and bulletin boards. It stresses the
importance of having a classroom that is flexible arranged for use
various types of graphic materials. Topics include: use of classroom
wall space for displays of graphic material., identify various low-cost
modifications that can be made to existing classrooms for more flexible
use of graphics., what factors a teacher should consider in selecting
instructional materials. For individual instruction or as assistance
in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering

PRODUCER: Kenneth E. Getschow 11 (author)

DISTRIBUTOR (S): Special Education Instructional Media Center

ADDRESS: Contra Costa County Department of Education
1741 Contra Costa Blvd., Pleasant Hills, Ca 94523

PHONE: (415) 639-4212

PURCHASE _____ FREE _____ RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: Lettering

MEDIA PACKAGE FORMAT: Leaflet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Lettering using felt pen and prepared letters

DESCRIPTION: Leaflet outlines principles, procedures and details for successful lettering with felt pens and prepared letters

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering A

PRODUCER: _____

DISTRIBUTOR (S): Scott Education DivisionADDRESS: 104 Lower Westfield RoadHolyoke, Ma 01040PHONE: (413) 536-8380PURCHASE ☒ FREE ☐ RENTAL _____

student manual (basic educational graphics) \$2.00

PRICE set \$14.00 PRICE _____MEDIA CONTENT AREA: LetteringMEDIA PACKAGE FORMAT: Set: one filmstrip, record, student manual
filmstrip is 52 framesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
record playerCONTENTS OF PACKAGE: Use of stencils, spray-paint lettering, letter-
ing standardsDESCRIPTION: This set provides instruction in simple lettering
techniques that the student can use to prepare instructional materials.
The set discusses the use of stencils, spray paint lettering other
lettering devices and lettering standards. Topics include: identifying
different types of letters that are available, use in precut letters,
describing letter fronts, applying different lettering techniques to
meet specific instructional needs. For individual instruction or as
assistance in demonstrating or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering A-1

PRODUCER: _____

DISTRIBUTOR (S): Scott Education DivisionADDRESS: 104 Lower Westfield RoadHolyoke, Ma 01040PHONE: (413) 536-8380PURCHASE X

FREE _____

RENTAL /PRICE set \$14.00 / student manual \$2.00

PRICE _____

MEDIA CONTENT AREA: wire-brush lettering equipment operationMEDIA PACKAGE FORMAT: Set: one filmstrip (38 frames) record,
student manual (basic educational graphics)EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
record playerCONTENTS OF PACKAGE: Wire-brush techniques, operation of equipment,
applications for pen-and-guide lettering setsDESCRIPTION: This set provides instruction in the use of wire-
brush lettering equipment. Wrico materials are featured. It shows
applications for pen-and-guide lettering sets. Other topics include
how to identify and correct mistakes made when using a wire-brush
pen, and how to clean a wire-brush pen. For individual instruction
or as an assist in demonstrations or lectures

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering a Guide for Teachers

PRODUCER: John W. Cataldo (author)

DISTRIBUTOR (S): Davis Publications, Inc.

ADDRESS: Printers Building

Worcester, Mass 01608

PHONE: (617) 754-7201

PURCHASE X

FREE

RENTAL

PRICE \$6.95

PRICE

MEDIA CONTENT AREA: Lettering

MEDIA PACKAGE FORMAT: Book - 96 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Lettering forms and symbols

DESCRIPTION: Here is a new approach to the evolution of letter
forms and symbols with basic strokes clearly explained and illustrated

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lettering Instructional Materials

PRODUCER: Indiana University

DISTRIBUTOR (S): Yeshiva University., A-V Center Film Library

ADDRESS: 526 West 187 Street

New York, N.Y.

PHONE: (212) SW5-6460

PURCHASE

FREE

RENTAL X

PRICE

PRICE \$6.00

MEDIA CONTENT AREA: Lettering

MEDIA PACKAGE FORMAT: Film - b/w, 20 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, screen

CONTENTS OF PACKAGE: Lettering methods and uses

DESCRIPTION: Surveys easy-to-use lettering methods; shows how the
inexperienced person can use a wide variety of methods for lettering
on signs, poster, bulletin boards, displays and materials for pro-
jection. Demonstrates lettering techniques using rubber stamp letters,
cutout letters, stencils, pens and lettering guides, mechanical
lettering systems, projection and photographic reproduction. Concludes
with a visual review of these many lettering methods

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Usage

PRODUCER: _____

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X FREE _____ RENTAL _____

PRICE \$14.00 PRICE _____

MEDIA CONTENT AREA: Graphics and local production

MEDIA PACKAGE FORMAT: Sound filmstrip set - one filmstrip, record,
instruction handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
record player

CONTENTS OF PACKAGE: Media usage, elements of graphics - 49 frames

DESCRIPTION: This set provides instruction for teachers and
administrators concerning media usage and local production of
instructional materials. Elements of graphics, including standards
and evaluation techniques are also discussed

MEDIA TRAINING KITS AND MATERIALS

TITLE: Poster Making Design and Technique

PRODUCER: Robert Brown (author)

DISTRIBUTOR (S): Bailey Films, Inc

ADDRESS: 6509 De Longpre Avenue

Hollywood, California 90028

PHONE: (213) 829-2901

PURCHASE X FREE _____ RENTAL X

PRICE \$120.00 PRICE \$6.00

MEDIA CONTENT AREA: Posters

MEDIA PACKAGE FORMAT: Film

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Poster layout, lettering, tracing, cutting,
stenciling and painting

DESCRIPTION: Poster layout, lettering, tracing, cutting, stenciling,
and printing are manually demonstrated. The importance of correct
techniques in the use of chisel-edge, stencil and small brushes is
shown. The eye-catching rewards of clarity, color contrast, effective
layout, bold lettering, measurement, and optical spacing are stressed.
10 minutes

MEDIA TRAINING KITS AND MATERIALS

TITLE: Poster Making: Design to Technique No. 3072PRODUCER: Bailey FilmsDISTRIBUTOR (S): Lifelong Learning, University ExtensionADDRESS: University of CaliforniaBerkeley, California 94720PHONE: (415) 642-4124PURCHASE x FREE _____ RENTAL _____PRICE \$7.00 PRICE _____MEDIA CONTENT AREA: PostersMEDIA PACKAGE FORMAT: 16mm film, color, 10 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projectorCONTENTS OF PACKAGE: Letter spacing, tools, choice of lettering

DESCRIPTION: This film illustrates the making of a poster, step by step. The qualities that make a good poster are shown by samples. The choice of lettering for poster use is discussed. Letter spacing is demonstrated. The tools needed are shown and demonstrated. A large banner is made to emphasize single stroke brush lettering. A poster is designed to advertise the "Gypsy Violin", a hypothetical operetta

MEDIA TRAINING KITS AND MATERIALS

TITLE: Administering Instructional Media ProgramsPRODUCER: Erickson, Carlton W. H.DISTRIBUTOR (S): MacMillan Company (1968) The Free PressADDRESS: 866 Third AvenueNew York, New York 10022PHONE: (212) 935-2006PURCHASE XFREE RENTAL PRICE \$17.95PRICE MEDIA CONTENT AREA: Administering instructional media programsMEDIA PACKAGE FORMAT: book-660 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Nature of media program director's job and
scope of his duties.

DESCRIPTION: Beginning with the nature of the media program
director's job, the book covers the acquisition, distribution,
physical facilities, and service system within the individual
school. One chapter is devoted to organizing the city wide
audio visual media center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Administration of Instructional Materials OrganizationsPRODUCER: Fearon Teacher-Aid BooksDISTRIBUTOR (S): Books Mobile, Inc.ADDRESS: 45 Portland AvenueBergenfield, New Jersey 07621PHONE: (201) 385-6550PURCHASE ☒ XFREE ☐RENTAL ☐PRICE \$1.50PRICE MEDIA CONTENT AREA: Administration of media centersMEDIA PACKAGE FORMAT: bookEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Organization and operation of media centersDESCRIPTION: Describes how to organize and operate an instructional materials center or new media center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Concepts for Cataloging Non-book Materials

PRODUCER: _____

DISTRIBUTOR (S): Audiovisual ServicesADDRESS: Matthews Hall, Arizona State UniversityTempe, Arizona 85281PHONE: (602) 965-7564PURCHASE X FREE _____ RENTAL _____PRICE \$15.00 PRICE _____MEDIA CONTENT AREA: Cataloging non-book materialsMEDIA PACKAGE FORMAT: filmstrip and cassetteEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: projectorcassette and playerCONTENTS OF PACKAGE: How to integrate non-book materials into the
library catalog

DESCRIPTION: A color filmstrip synchronized with an audio
cassette has been produced to give step-by-step procedures for cataloging
non-book materials into the library catalog as consistently as
possible with the anglo-American code. Is especially adaptable
to the individual school media center. It was designed by a group
of school librarians and educational media specialists.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Guide to the Development of Educational Media Centers

PRODUCER: Cora Paul Bowmar and M. Ann Heidebreder and Carol Nemeyer

DISTRIBUTOR (S): American Library Association

ADDRESS: 50 East Huron Street

Chicago, Illinois 60611

PHONE: (212) 255-5356

PURCHASE X

FREE _____

RENTAL _____

PRICE \$5.00

PRICE _____

MEDIA CONTENT AREA: development of educational media selection centers

MEDIA PACKAGE FORMAT: book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Rationale for centers, administrative structures,
physical facilities

DESCRIPTION: This guide, the report of Phase II, contains an over-
view of an educational media selection center, including the
rationale for such centers in relation to contemporary and projected
trends in curriculum and instruction. Administrative structures in
which educational media selection centers can and do exist are
examined. Physical location factors and center facilities are
discussed. Inservice education responsibilities of an EMSC are
emphasized. Systems for the evaluation of materials in a net-working
concept are discussed.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Media CenterPRODUCER: Harold S. DavisDISTRIBUTOR (S): Indiana University PressADDRESS: Tenth and Morton StreetsBloomington, Indiana 47401PHONE: (812) 337-4203PURCHASE ☒ FREE ☐ RENTAL ☐PRICE \$7.50 PRICE MEDIA CONTENT AREA: Media centerMEDIA PACKAGE FORMAT: book-224 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Establishment and use of media centers

DESCRIPTION: Recent years have seen the development of several
important educational innovations, prominent among which is the
instructional media center where materials in their multimedia and
diverse forms, are housed, used, and distributed throughout the school.
In this volume educators with practical experience discuss the theory,
establishment, and use of the instructional media center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Learning with Today's Media

PRODUCER: Britannica Films

DISTRIBUTOR (S): Encyclopedia Britannica Educational Corporation

ADDRESS: 2494 Teagarden Street

San Leandro, California 94577

PHONE: (415) 483-8220

PURCHASE X

FREE

RENTAL X

PRICE \$360.00

PRICE \$17.00

MEDIA CONTENT AREA: Media Center

MEDIA PACKAGE FORMAT: 16mm film, color, 35 minutes, also

available in video cassette.

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm video cassette
player or 16mm projector

CONTENTS OF PACKAGE: Case studies of media centers

DESCRIPTION: A documentary that defines and describes the role of
the modern media center. Four case studies, in different parts of
the country, reveal some ways in which media centers may be equipped
to serve classroom needs. Included are statements and observations
from teachers, administrators, librarians and media specialists, pupils,
parents and school board members; each offering his or her interpretation
of the role and importance of the center.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Center in ActionPRODUCER: Coronet in Cooperation with School Board of Orange C., Fla.DISTRIBUTOR (S): Coronet FilmsADDRESS: 65 East South Water StreetChicago, Illinois 60601PHONE: (312) 332-7676PURCHASE XFREE RENTAL PRICE \$150.00PRICE MEDIA CONTENT AREA: Media CenterMEDIA PACKAGE FORMAT: FilmEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Design of media center, responsibilities
of media specialist.DESCRIPTION: Today's modern media center is working with schools
to enrich the learning process and help students achieve their learning
potential. With a media specialist serving as coordinator, teachers
are making increasingly better use of media in all subjects,
at all levels, from kindergarten through high school. This film is
14 1/2 minutes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Media Center in ActionPRODUCER: Oregon Division of Continuing EducationDISTRIBUTOR (S): Film LibraryADDRESS: P.O. Box 1491, 1633 S W Park AvenuePortland, Oregon 97207PHONE: (503) 229-4890PURCHASE FREE RENTAL XPRICE PRICE \$7.75MEDIA CONTENT AREA: Media centerMEDIA PACKAGE FORMAT: Film, color, 15 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: film projector,
screenCONTENTS OF PACKAGE: Ways in which the media center serves the
school.DESCRIPTION: Illustrates the ways the media center, the media
specialist serve the teachers and students. Utilizing many kinds of
media, the center serves as a source of materials for the school
system.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The "Now" Library a Stations Approach to Media Center Teaching Kit

PRODUCER: Mary Margrabe (author)

DISTRIBUTOR (S): Acropolis Books, Ltd.

ADDRESS: 2400 17th Street NW
Washington, D.C. 20009

PHONE: (202) 387-6800

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$6.50 **PRICE** _____

MEDIA CONTENT AREA: Media Centers

MEDIA PACKAGE FORMAT: Stations approach-book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Pre-testing, scheduling, teacher's role, list of media skills

DESCRIPTION: For anyone interested in developing media service skills. For each of 80 behavioral objectives there is a specially designed teaching station as well as exercise sheets. Some of the contents include: Pre-evaluation or pre-testing. Purpose, use behavioral objectives (Levels 1-3) sample stations, aims stated, student exercise sheets, suggestions, grouping of stations, scheduling, teachers' role, development of skills demonstrated, specific suggestions in teaching specific skills, appendix, list of media skills included at each level.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Accessories for Visual Equipment - Introduction Kit

PRODUCER: _____

DISTRIBUTOR (S): Stansi Educational Materials Division - Fisher

ADDRESS: Scientific Co - 1259 North Wood Street

Chicago, Illinois 60622

PHONE: (312) 772-3100

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$25 **PRICE** _____

MEDIA CONTENT AREA: Transparencies

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead Projector

CONTENTS OF PACKAGE: Sample of selected materials for the pro-
duction of handmade transparencies to introduce materials and supplies
available

DESCRIPTION: Includes: color projection mechanical pencil, 4 over-
head projection pencils, transparent fine point marker, one transparent
felt marker, one bottle acetate cleaner, 5 mounts 10 x 10" aperture,
5 fileable mounts, 5 acetate sheets 10 1/4 x 10 1/4", 3 colored
acetate sheets 8 1/2 x 11", 1 can transparent spray, 6 colored pencils
for matt acetate, 1 acetate grid sheet, 1 adhesive color tinted sheet,
1 sheet transparent colored letters, 5 sheets black film 10 1/4 x 10 1/4",
5 sheets red carbon 10 1/4 x 10 1/4", 1 roll tape, 12 oz bottle ink,
1 pen holder, 1 speedball penpoint, 1 brush #2, 1 storage and carrying
case

MEDIA TRAINING KITS AND MATERIALS

TITLE: Accessories for Visual Equipment - Starter Kit

PRODUCER: _____

DISTRIBUTOR (S): Stansi Educational Materials Div - Fisher Scientific CoADDRESS: 1259 North Wood StreetChicago, Illinois 60620PHONE: (312) 772-3100PURCHASE X

FREE _____

RENTAL _____

PRICE \$55

PRICE _____

MEDIA CONTENT AREA: Overhead transparenciesMEDIA PACKAGE FORMAT: KitEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projectorCONTENTS OF PACKAGE: Basic all-inclusive kit to introduce the most
widely selected material for the production of hand-made transparenciesDESCRIPTION: Includes: 12 color projection leads, 1 color projection
mechanical pencil, 12 overhead projection pencils, 12 transparent fine
point markers, 1 bottle acetate cleaner, 50 universal mounts with
carrying case, 25 acetate sheets 3 1/2", 1 Can transparent spray,
12 colored pencils for matt acetate, 6 acetate grid sheets 10 1/4 x
10 1/4", 1 adhesive color tinted sheet, 1 sheet transparent colored
letter, 1 storage and carrying case.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Advanced Production Techniques (overhead projection)

PRODUCER: Educational Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road

Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE set \$14, Manual only \$2 **PRICE**

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Set: filmstrip, (51 frames), cassette,
student manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
cassette player

CONTENTS OF PACKAGE: Diazo and color lift methods

DESCRIPTION: This set provides instruction in two methods for
producing colored projectuals: diazo and color lifts. Advantages
of making diazo film and equipment needed, exposing and developing
diazo film, difference between overexposed and underexposed diazo
film, equipment needed for color lifts, when a color lift is possible,
are also included. For individual instruction or for use in demon-
strations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: A Guide to Overhead ProjectionPRODUCER: Scott GraphicsDISTRIBUTOR (S): Scott GraphicsADDRESS: 743 South Monterey Pass RoadMonterey Park, California 91754PHONE: (213) 268-3516PURCHASE _____ FREE ☒ RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: Overhead projectionMEDIA PACKAGE FORMAT: Book - 19 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Operation and uses of overhead projection,
professionally prepared transparencies, making you own transparencies
and equipment specification

DESCRIPTION: This guide gives information about the advantages of
overhead projection, the selection of a projector, projection tech-
niques, and the overhead projector in television. Other topics are
projection equipment and professionally prepared transparencies, listed
and described, and instructions on the local production of transparencies,
including dizaro transparencies and polarized transparencies. An index
and equipment specification are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: A Guide to Overhead Projection and Transparency Making

PRODUCER: _____

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 10 Lower Westfield Road

Holyoke, Ma 01040

PHONE: (413) 536-8390

PURCHASE _____ **FREE** X **RENTAL** _____

PRICE _____ **PRICE** _____

MEDIA CONTENT AREA: Overhead projection and transparency making

MEDIA PACKAGE FORMAT: Booklet - 24 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Visual Production techniques and overhead equipment

DESCRIPTION: This booklet features visual production techniques and supporting technifax brand products. Within its pages is information on overhead projection, projection screens, overhead transparency making, diazo processing and polarization

MEDIA TRAINING KITS AND MATERIALS

TITLE: Chart-Pak Vim Kit

PRODUCER: _____

DISTRIBUTOR (S): NASCO - WestADDRESS: P.O. Box 3837Modesto, California 95352PHONE: (209) 529-6957PURCHASE X FREE _____ RENTAL _____PRICE \$49.95 PRICE _____MEDIA CONTENT AREA: Transparencies, overhead projectionMEDIA PACKAGE FORMAT: KitEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead ProjectorCONTENTS OF PACKAGE: Materials necessary to modify and add color to mass-produced transparencies, instruction booklet, how to produce your own.

DESCRIPTION: Enables user to quickly personalize transparencies by modifying and adding color to produced transparencies, and creating your own. 7 rolls transparent color tape, 5 marking pens, 9 rolls projectable transparent tape, 3 rolls black crepe paper tape, 10" circle template ruler, 18 Deca-Dry transfer lettering sheets, 4 contact transparencies color tints, 1 grid master sheet, roll of transfer symbols, 12 sheets acetate with frames, utility knife, 16 page instruction booklet

MEDIA TRAINING KITS AND MATERIALS

TITLE: Diazo Transparency Production, Part 11

PRODUCER: _____

DISTRIBUTOR (S): Wayne State University, A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-1980PURCHASE _____ FREE _____ RENTAL XPRICE _____ PRICE \$3.80MEDIA CONTENT AREA: Overhead ProductionMEDIA PACKAGE FORMAT: Film - 10 minutes, colorEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Producing diazo transparenciesDESCRIPTION: Demonstrates the procedure for making transparencies
for overhead projectors by the use of chemical dyes

MEDIA TRAINING KITS AND MATERIALS

TITLE: Handmade Materials for Projection (AV Instructional Materials)

PRODUCER: Indiana University

DISTRIBUTOR (S): Yeshiva University - AV Center Film Library

ADDRESS: 526 West 187 Street

New York, New York

PHONE: (212) SW5-6464

PURCHASE _____ **FREE** _____ **RENTAL** X

PRICE _____ **PRICE** \$8

MEDIA CONTENT AREA: Handmade projected materials

MEDIA PACKAGE FORMAT: Film - color, 20 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector,

Screen

CONTENTS OF PACKAGE: Preparation of materials for overhead, slide
and opaque projectors

DESCRIPTION: Demonstrates how the basic principles of transparency,
translucency and opaqueness can be applied to the preparation of
teaching materials for use in overhead, standard slide, and opaque
projectors. It introduces classroom teachers who demonstrate a
variety of techniques and materials for inexpensive projected materials;
carbon film dot-dusted stencils, coated acetate, adhesive shading and
coloring materials, and transfer of magazine pictures to acetate.

MEDIA TRAINING KITS AND MATERIALS

TITLE: "IMC" Transparency Pack.

PRODUCER: _____

DISTRIBUTOR (S): Demco Educational Corporation

ADDRESS: Box 7767

Fresno, California 93727

PHONE: (209) 291-2576

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$49.95 **PRICE** _____

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Materials necessary to modify or create new
overhead transparencies

DESCRIPTION: Kit includes: 7 rolls transparent color tape, 9 rolls
transparent pattern tape, 3 rolls black opaque tape, 14 sheets transfer
letters, 4 sheets Contak color tints, 1 roll transfer symbols, plus
utility knife with 6 blades, 5 marking pens, 10" circle template ruler,
master grid sheet, 12 sheets acetate with printed frames, directions
and ideas

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Material Development, Monograph Series #6

PRODUCER: Marie McMahan

DISTRIBUTOR (S): USOE/ISU Regional Instructional Materials Center

ADDRESS: for Handicapped Children and Youth., State Univ. Michigan

213 Erickson Hall, College of Education
East Lansing, Michigan 48823

PHONE: _____

PURCHASE _____

FREE _____

RENTAL _____

PRICE _____

PRICE _____

MEDIA CONTENT AREA: _____

MEDIA PACKAGE FORMAT: _____

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Chapters in: transparencies, dry mounting,
laminating, duplicating

DESCRIPTION: This booklet describes techniques for making thermal
transparencies from single sheet masters, making diazo, transparencies,
and making picture transfer transparencies. Other chapters instruct
in dry mounting with seal press and an iron and laminating with seal
press and with an APECO Laminator. The final section is devoted to
making copies with a spirit duplicator, making thermofax duplicator
masters, and making a single paper copy from a single sheet master.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Lecture Series and Workshop Guide

PRODUCER: Dr. Otis McBride, University of Colorado at Boulder

DISTRIBUTOR (S): Visual Products Division, 3M

ADDRESS: Box 3100
St. Paul, Minn 55101

PHONE: (612) 733-1110

PURCHASE ☒ FREE ☐ RENTAL ☐

PRICE \$25 PRICE

MEDIA CONTENT AREA: Overhead projector

MEDIA PACKAGE FORMAT: Guide

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Information, equipment, and accessory material
related to overhead projector

DESCRIPTION: This guide has been rated by more than 1,000 colleges
and universities as the best source for information, equipment and
accessory material related to use of the overhead projector. Author-
itative in setting up workshops and in-service programs.

MEDIA TRAINING KITS AND MATERIALS**TITLE:** Making Transparencies with Portable Transparency and Developer**PRODUCER:** Wayne**DISTRIBUTOR (S):** Audio-Visual Utilization Center**ADDRESS:** 5448 Cass AvenueWayne State University., Detroit, Mich 48202**PHONE:** (313) 577-1980**PURCHASE** **FREE** **RENTAL** X **PRICE** **PRICE** \$2.15 **MEDIA CONTENT AREA:** Transparencies.**MEDIA PACKAGE FORMAT:** Film - black and white, 7 minutes**EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:** Film projector,
Screen**CONTENTS OF PACKAGE:** Essentials of reflex printing and direct printing**DESCRIPTION:** Shows the essentials of reflex printing with opaque
material and direct printing with translucent material, and demon-
strates how under-exposure and over-exposure can be avoided.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Mounting and Masking Techniques (overhead projection)

PRODUCER: Educational Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road

Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE set \$14, manual only \$2 **PRICE**

MEDIA CONTENT AREA: Overhead projection

MEDIA PACKAGE FORMAT: Set: filmstrip, cassette, student manual
filmstrip is 41 frames

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
cassette player

CONTENTS OF PACKAGE: How to mount statics and overlays, various
masking techniques

DESCRIPTION: This set provides instruction in the steps necessary
to mount statics and overlays as well as descriptions of various
masking techniques. Other topics include advantages of mounting
projectuals., mounting projectuals with overlays attached in registration,
different types and sizes of mounts, different arrangements for attaching
overlays. For individual instruction or for use in demonstrations or
lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Overhead Projection

PRODUCER: GAF

DISTRIBUTOR (S): GAF Corporation

ADDRESS: Audio/Visual Order Department

Johnson City, N.Y. 13790

PHONE: (607) 729-6555

PURCHASE X **FREE** **RENTAL**

PRICE individual prices - set \$37 **PRICE**

MEDIA CONTENT AREA: Overhead projection

MEDIA PACKAGE FORMAT: Transparencies

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: A set of eight transparencies for teacher training about overhead projection

DESCRIPTION: 1. Any Projector - How It Works \$6.25

2. How the Overhead Projector Works \$4.20

3. The Fresnel Lens \$5.60

4. Advantages of Overhead Projection - Big Picture \$4.75

5. Advantages of Overhead Projection - Lighted room, \$4.45

Instructor faces audience and retains control

6. Advantages of Overhead Projection - Flexibility \$3.60

7. Lettering for Projection \$4.75

8. Overhead Projector: Nomenclature, Maintenance, \$4.75

Optical Path

MEDIA TRAINING KITS AND MATERIALS

TITLE: Overhead Projector, No 4481

PRODUCER: State University of Iowa

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California

Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE X **FREE** **RENTAL**

PRICE \$4 **PRICE**

MEDIA CONTENT AREA: Overhead projector

MEDIA PACKAGE FORMAT: 16mm film, 16 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Use of 10" by 10" overhead projector and method of producing transparencies for use with it.

DESCRIPTION: The film shows the fundamental purposes and use of the 10" by 10" overhead projector and the method of production transparencies for use with this equipment. The film is intended primarily for use in teacher-training courses or industrial training courses. It gives many examples of different uses of the overhead projector in various training situations. The production of transparencies is illustrated from the very simple methods of lettering and drawing on acetate through the different processes used in making transparencies and overlays by the sensitized diazo foil process. The method of copying pictures by the autpositive method is shown

MEDIA TRAINING KITS AND MATERIALS

TITLE: Planning The Projectual (overhead projection)

PRODUCER: Education Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$14 set / manual only \$2 **PRICE** _____

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Set: Filmstrip, Cassette, Student Manual
Filmstrip is 47 frames

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip, projector,
Cassette Player

CONTENTS OF PACKAGE: Setting objectives, storyboarding, composition,
use of color and overlays.

DESCRIPTION: This set provides instruction in skills needed to plan
the production of overhead projectuals, including setting objectives,
storyboarding, composition and the use of color and overlays. Also
included; planning, identifying elements in planning and designing
projectuals, planning layout, producing a series of projectuals for
instructional use. For individual instruction or for use in demon-
strations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Projecting Ideas on the OverheadPRODUCER: Wayne State UniversityDISTRIBUTOR (S): Wayne State University - A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-1930PURCHASE _____ FREE _____ RENTAL ☒ XPRICE _____ PRICE \$5.35MEDIA CONTENT AREA: Overhead ProjectionMEDIA PACKAGE FORMAT: Film - 17 minutes, colorEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Overhead projection tools and techniques

DESCRIPTION: Overhead projection tools and techniques including
color acetate, grease pencil, carbon acetate, polarization, and
overlay materials

MEDIA TRAINING KITS AND MATERIALS

TITLE: Principles of Projection

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University - A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-1980

PURCHASE _____ **FREE** _____ **RENTAL** X

PRICE _____ **PRICE** \$2

MEDIA CONTENT AREA: Projection

MEDIA PACKAGE FORMAT: Filmstrip - 26 frames, black and white

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Filmstrip and script describing principles of projection

DESCRIPTION: Discusses image formation, lenses, mirrors, and diasopes. Script must accompany this filmstrip

MEDIA TRAINING KITS AND MATERIALS

TITLE: Simple Projectual Production (Overhead Projection)

PRODUCER: Educational Media Center

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road

Holyoke, Ca 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE set \$14 - Manual only \$2 **PRICE**

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Set: filmstrip (40 frames), cassette, student manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, cassette player

CONTENTS OF PACKAGE: Standards and techniques for preparing projectuals, thermal masters and thermal projectuals

DESCRIPTION: This set provides instruction in basic standards and techniques for preparing handmade projectuals. It also describes procedures for making thermal masters and thermal projectuals. Also included: uses for frosted acetate, different lettering techniques, different types of thermal film, adding color to thermal projectuals. For individual instruction or for use in demonstrations or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Starter Kit for Transparency Production

PRODUCER: Beseler

DISTRIBUTOR (S): NASCO Instructional Materials - West

ADDRESS: P.O. Box 3837

Modesto, California 95352

PHONE: (209) 529-6957

PURCHASE X **FREE** **RENTAL**

PRICE \$45 **PRICE**

MEDIA CONTENT AREA: Transparency - overhead projection

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Materials for making your own transparencies

DESCRIPTION: Designed to make 10" by 10" transparencies, kit

includes: 25 acetate sheets, 1 triangle 45°, 2 Vu-Graph colored
adhesive sheets, 10 mounts, 1 copy Vu-Graphics, 10 Vu-Graph film,

6 Vu-Graph colored acetate sheets, 1 roll tape, 10 sheets Vu-Graph
carbon, 1 Vu-Graph tracing pad, 2 Vu-Graph pencils, 1 brush #4,

1 Vu-Graph grid sheet, 1 Vu-Graph cleaner, 1 brush #2, 1 carrying case,

1 set Vu-Graph inks, 1 pen holder, 1 Triangle 30°- 60°, 1 pen point

MEDIA TRAINING KITS AND MATERIALS

TITLE: Teaching with the Overhead ProjectorPRODUCER: InstructoDISTRIBUTOR (S): Educative Toys and SuppliesADDRESS: 6320 Vesper AvenueVan Nuys, CaliforniaPHONE: ST2-5580PURCHASE XFREE RENTAL PRICE \$.50PRICE MEDIA CONTENT AREA: Overhead ProjectorMEDIA PACKAGE FORMAT: ManualEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Preparation and PresentationDESCRIPTION: 32 pages teachers manual. Describes methods of
preparation and presentation

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Overhead Projector

PRODUCER: _____

DISTRIBUTOR (S): Educational Filmstrips

ADDRESS: 1401 19th Street

Huntsville, Texas 77340

PHONE: (713) 295-5767

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE set \$24 **PRICE** _____

MEDIA CONTENT AREA: Overhead projector - transparencies

MEDIA PACKAGE FORMAT: Filmstrips - four, color, captioned

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector

CONTENTS OF PACKAGE: Designed and production of overhead transparencies,
evaluation of commercially produced transparencies

DESCRIPTION: Elements fo overhead transparency design and production
are emphasized in a set of four filmstrips. As an in-service training
aid, discussions on evaluating and using commercially produced trans-
parencies are included. Titles of the filmstrips are:

1. The Overhead Projector

2. Teaching the Overhead Projector

3. Evaluating of Transparencies

4. Basic Transparency Production

MEDIA TRAINING KITS AND MATERIALS

TITLE: "The Overhead Projector", "Preparing Materials"

PRODUCER: _____

DISTRIBUTOR (S): Visual Products Division, 3M

ADDRESS: Box 3100

St. Paul, Minn. 55101

PHONE: (612) 733-1110

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$100 each **PRICE** _____

MEDIA CONTENT AREA: Overhead projector and transparencies

MEDIA PACKAGE FORMAT: 16mm films, "overhead projector" is 27 minutes,
"Preparing Materials" is 23 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm film projector,
screen

CONTENTS OF PACKAGE: Functions and uses of overhead projectors and
transparencies

DESCRIPTION: These sound-kinescope prints of actual instructional
programs on the overhead projector can be used as portable demon-
strators. "The Overhead Projector" details and demonstrates effective
classroom uses and reinforcement techniques. "Preparing Materials"
explains different functions and uses of various transparency-making
materials, the best sources of acquiring visual originals.

MEDIA TRAINING KITS AND MATERIALS**TITLE:** The Overhead System - Production, Implementation and Utilization**PRODUCER:** Richard and Smith**DISTRIBUTOR (S):** Instructional Media Center (VIB)**ADDRESS:** University of Texas at AustinP.O. Drawer W., University StationAustin, Texas 78712**PHONE:** (614) 422-7596**PURCHASE** X**FREE** _____**RENTAL** _____**PRICE** \$2.50**PRICE** _____**MEDIA CONTENT AREA:** Overhead System**MEDIA PACKAGE FORMAT:** Handbook**EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:** _____**CONTENTS OF PACKAGE:** Production of transparencies, planning trans-
parencies, commercially produced materials**DESCRIPTION:** A handbook instructing in the production of handmade
simple transparencies and variations such as heat-transfer, diazo,
photographic (wet-process), and color-lift transparencies. Commercially
produced overhead materials and special uses and effects are included.
Equipment and materials and the addresses for their sources are listed.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Teacher and Overhead Projection

PRODUCER: Morton J. Schultz

DISTRIBUTOR (S): Prentice Hall Library., Bookstore Division

ADDRESS: Box 500

Englewood Cliffs, N.J. 07632

PHONE: (201) 592-2000

PURCHASE	X	FREE	RENTAL

PRICE \$8.95 PRICE

MEDIA CONTENT AREA: Overhead projection

MEDIA PACKAGE FORMAT: Book - 240 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: How to use overhead projection in the class-
room

DESCRIPTION: A practical and functional guide to overhead projection for teachers on every level from grade school to university. Illustrated with over 200 line drawings, photographs, charts and diagrams, this book covers all the technical aspects of overhead projection and shows how to use projectors for maximum teaching effectiveness

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Teacher and Overhead Projection

PRODUCER: _____

DISTRIBUTOR (S): Visual Products Division, 3MADDRESS: Box 3100St. Paul, Minn 55101PHONE: (612) 733-1110PURCHASE ☒ FREE _____ RENTAL _____PRICE \$7.50 PRICE _____MEDIA CONTENT AREA: Overhead ProjectionMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Techniques and applications of overhead projection

DESCRIPTION: This book offers the most comprehensive material on overhead projection, techniques and applications. Teachers in some 15,000 schools contributed to its content. It is a classroom must for those interested in getting maximum value from their equipment.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Use of Overhead Projection in Classrooms for the Mentally Retarded

PRODUCER: Edward L. Meyer

DISTRIBUTOR (\$): Special Education Curriculum Development Center

ADDRESS: University of Iowa

PHONE: (319) 353-2121

PURCHASE X **FREE** **RENTAL**

PRICE **PRICE**

MEDIA CONTENT AREA: Overhead Projection

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Chapters: projector operation, transparency design, teaching with overhead projection

DESCRIPTION: This training book first discusses the need for casual presentation for the mentally retarded. Subsequent chapters instruct in the proper operation and maintenance of overhead projections, and the designing and producing of transparencies using simple techniques and more complex ones such as Thermofax, diazo, and lifting. Throughout these chapters and the concluding chapter on teaching with the overhead projector, special tips are given on their best use with the mentally retarded.

END

MEDIA TRAINING KITS AND MATERIALS

TITLE: Transparency Making Kit

PRODUCER: _____

DISTRIBUTOR (S): Sargent-Welch Scientific CoADDRESS: 1617 East Ball RoadAnaheim, California 92803PHONE: (213) 772-3550PURCHASE X

FREE _____

RENTAL _____

PRICE \$49.95

PRICE _____

MEDIA CONTENT AREA: TransparencyMEDIA PACKAGE FORMAT: KitEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: 16 rolls of transparent color and pattern
tapes, 3 rolls of opaque tape, 18 sheets of various colors, sizes,
and styles of dry-transfer letters, numbers and symbols, utility
knife and blades, 5 marking pens in transparent colors, circle template
ruler, grid sheet, 12 acetate sheets with frames, instructions, a
booklet on preparation and use of transparencies.

DESCRIPTION: Transparencies for overhead projectors may be created
for existing ones revised with the materials in this kit. Lines,
shading, lettering, or various symbols in either black or color can
be applied. The materials are supplied in a sturdy storage container.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Transparency Starter Kit

PRODUCER: _____

DISTRIBUTOR (S): Visual Products Division, 3MADDRESS: Box 3100St. Paul, Minn 55101PHONE: (612) 733-1110PURCHASE X

FREE _____

RENTAL _____

PRICE \$8.60

PRICE _____

MEDIA CONTENT AREA: TransparencyMEDIA PACKAGE FORMAT: KitEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projectorCONTENTS OF PACKAGE: Materials required to produce your own trans-
parenciesDESCRIPTION: Contains all items necessary to learn the techniques
of preparing, mounting, and coloring transparencies. Includes pencil
pack, a pack of coloring pens, color adhesive film, 10 mounting frames,
plus a roll of tape

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using The Overhead Projector

PRODUCER: Educational Media Laboratories

DISTRIBUTOR (S): Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holvoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE set \$14 **PRICE**

MEDIA CONTENT AREA: Overhead Projector

MEDIA PACKAGE FORMAT: Set: Filmstrip (43 frames), cassette, student
manual

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,
cassette player

CONTENTS OF PACKAGE: Uses of overhead projector, compared with opaque
projector

DESCRIPTION: This set provides instruction in the various uses of
overhead projectors. The filmstrip compares the overhead projector
with opaque projector. Advantages of using overhead projector, operation
of overhead and opaque projectors, use of transparent and opaque materials
and use of masks and overlays on the overhead projector, rules for
proper presentation technique, instructional uses for overhead projector,
using overhead projector to present information effectively at a
controlled rate. For individual instruction or for use in demonstrations
or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Workshop Kit "A"

PRODUCER: Roy Frye, Educational Media Laboratories

DISTRIBUTOR (S): Customer Service Dept., Scott Education Division

ADDRESS: 104 Lower Westfield Road

Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X

FREE

RENTAL

PRICE \$14.95

PRICE

MEDIA CONTENT AREA: Diazo transparencies

MEDIA PACKAGE FORMAT: Kit - booklet, diazo masters, mounts, pin registration card, tape, dispenser, techniques, knife, ruler, pen, pencil, vellum die cut, clear acetate, diazochrome, selector, cleaning fabric

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Instructions and all equipment for learning how to make diazo transparencies

DESCRIPTION: This is a complete starter kit for introducing a class to the principal materials and techniques for making diazo transparencies. Designed for teacher training, teacher aide and library aide training.

MEDIA TRAINING KITS AND MATERIALS

TITLE: A Complete Course In Beginning Photography

PRODUCER: _____

DISTRIBUTOR (S): Audiovisual ServiceADDRESS: Arizona State UniversityTempe, Arizona 85281PHONE: (602) 965-5073PURCHASE ☒ FREE _____ RENTAL _____PRICE \$250 PRICE _____MEDIA CONTENT AREA: PhotographyMEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Creative Photography - Camera Series CreativePhotography - Darkroom Series, 12 Creative Photography - Camera andDarkroom, Manuals and the Creative Photography - Film Loading SeriesDESCRIPTION: Color filmstrips which may be used on any filmstripprojector or viewer. The audio cassettes are audible - inaudible. Labmanual has 19 assignments closely related to the instructional materialcontained in the filmstrips and films. The printed guide includes acomplete narration for each filmstrip and a picture for each frame.All materials are designed for individualized instruction or grouppresentation

MEDIA TRAINING KITS AND MATERIALS

TITLE: Basic Composition (photographic)

PRODUCER: _____

DISTRIBUTOR (S): Scott Education DivisionADDRESS: 104 Lower Westfield RoadHolyoke, Ma 01040PHONE: (413) 536-8380PURCHASE X FREE _____ RENTAL _____PRICE set \$14 PRICE _____MEDIA CONTENT AREA: Photographic composition for instructional usesMEDIA PACKAGE FORMAT: Set: Filmstrip, Cassette, Student ManualEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector,Cassette playerCONTENTS OF PACKAGE: Composing pictures for instructional purposes

DESCRIPTION: This set provides instruction in basic photographic composition specifically related to production photographs for instructional purposes. It emphasizes the importance of the photographer and identifies the camera as an objective-seeing tool. Basic components of a camera, common errors in composition, recognition of importance of photographer's eye and brain in composing photographs, properly composing pictures through the camera viewfinder are included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Big Shot

PRODUCER: Polaroid

DISTRIBUTOR (S): Polaroid Corporation

ADDRESS: 2040 East Maple Avenue
El Segundo, California 90245

PHONE: (213) 644-2221

PURCHASE _____ FREE _____ RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: Polaroid Camera

MEDIA PACKAGE FORMAT: Booklet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: How to make the best use of the Big Shot Camera

DESCRIPTION: This 23 page booklet explains the functioning and use
of the Big Shot Polaroid Land Camera. Includes using the rangefinder,
developing, and many tips for good pictures

TITLE: Cameras in Education

PRODUCER: Roy Frye, Educational Media Laboratories

DISTRIBUTOR (S): Customer Service Department, Scott Education Div

ADDRESS: 104 Lower Westfield Road

Holyoke, Ma 01040

PHONE: (413) 536-8380

PURCHASE X **FREE** _____ **RENTAL** _____
set \$135

PRICE each participant's manual \$2 **PRICE** _____

MEDIA CONTENT AREA: Cameras

MEDIA PACKAGE FORMAT: Kit Contains: 12 overhead transparencies, 4 filmstrips, 2 cassettes, instructor's manual, 15 participants manuals.

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector, Filmstrip projector, Cassette tape recorder

CONTENTS OF PACKAGE: How to use cameras and its use in the classroom work

DESCRIPTION: With the advent of inexpensive, instant-load cameras, almost everyone has a camera of some kind today. This series is designed to help teachers and students become more aware of the camera's potential for use in specific classroom work. Components focus attention of teachers on matters of composition, organization and possible areas of application. Both instructor's and participant's manuals are carefully correlated to sound filmstrip and review transparencies. Suggested procedure for conducting in-service workshops is included in the instructors manual

MEDIA TRAINING KITS AND MATERIALS

TITLE: Creative Photography - Camera and Darkroom Manual

PRODUCER: _____

DISTRIBUTOR (S): Audiovisual Services

ADDRESS: Arizona State University
Tempe, Arizona 85281

PHONE: (602) 965-5073

PURCHASE ☒ **FREE** _____ **RENTAL** _____

PRICE \$5 **PRICE** _____

MEDIA CONTENT AREA: Photography

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Individual student lab manual with 19 photographic assignments

DESCRIPTION: The lab manual has 19 assignments closely related to the instructional material contained in the filmstrip and films

MEDIA TRAINING KITS AND MATERIALS

TITLE: Creative Photography - Camera Series

PRODUCER: _____

DISTRIBUTOR (S): Audiovisual Services

ADDRESS: Arizona State University

Tempe, Arizona 85281

PHONE: (602) 965-5073

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$90 **PRICE** _____

MEDIA CONTENT AREA: Photography

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Camera, Filmstrip

Projector, Viewer

CONTENTS OF PACKAGE: Six filmstrips, six cassettes, instructional guide and storage album

DESCRIPTION: The sound color filmstrips maybe used on any filmstrip projector. The cassettes are audible - inaudible. The printed guide includes complete narration for each filmstrip and a picture of each frame. Included are, behavioral objectives, outlines of frame content, suggestions for group discussion and follow-up activities, a complete glossary and a selected bibliography. All materials are specifically designed for individualized instruction or group presentation.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Creative Photography - Darkroom Series

PRODUCER: _____

DISTRIBUTOR (S): Audiovisual ServicesADDRESS: Arizona State UniversityTempe, Arizona 85281PHONE: (602) 965-5073PURCHASE X

FREE _____

RENTAL _____

PRICE \$90

PRICE _____

MEDIA CONTENT AREA: PhotographyMEDIA PACKAGE FORMAT: KitEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CameraCONTENTS OF PACKAGE: Six filmstrips, six cassettes, instructional guide and storage album

DESCRIPTION: Provided in the kit are: sound color filmstrips which can be used on any filmstrip projector or viewer. The audio cassettes are audible - inaudible. Nineteen assignments closely related to the instructional material contained in the filmstrip and films is in the lab manual. A printed guide includes complete narration for each filmstrip. All materials are designed for individualized instruction or group presentation.

TITLE: Exploring with the Time-Lapse Camera

PRODUCER: International Film Bureau

DISTRIBUTOR (S): Lifelong Learning, University Extension

ADDRESS: University of California

Berkeley, California 94720

PHONE: (415) 642-4124

PURCHASE _____ FREE _____ RENTAL X

PRICE _____ PRICE \$11

MEDIA CONTENT AREA: Camera

MEDIA PACKAGE^a FORMAT: Film - 11 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Techniques of time-lapse photography

DESCRIPTION: Basic explanation of the techniques of time-lapse

cinematography and many examples of its uses. Points out that any

amateur's movie camera can be used for time-lapse photography if it

has a single-frame release. Emphasis is on practical uses, but also

shows that stylistically the results of time-lapse cinematography

can be comic, lyrical, entertaining, and revealing

MEDIA TRAINING KITS AND MATERIALS

TITLE: High Contrast Photography for Instruction, No 3257PRODUCER: Indiana UniversityDISTRIBUTOR (S): Lifelong Learning, University ExtensionADDRESS: University of CaliforniaBerkeley, California 94720PHONE: (415) 642-4124PURCHASE _____ FREE _____ RENTAL XPRICE _____ PRICE \$7MEDIA CONTENT AREA: High contrast photographyMEDIA PACKAGE FORMAT: film, 16mm, 14 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projectorCONTENTS OF PACKAGE: Making negatives and prints, duplication, trans-
parencies, photograms, coloring, combining two negativesDESCRIPTION: Making negatives and prints on high contrast film; the
preparation and duplication of materials for making slides, large trans-
parencies, and paper prints; making a photogram; copying a line drawing
from a book; making photocopies of material assembled on a flannel board,
menu board, and a "paste-up"; coloring combining two negatives; making
multiple copies. Shows the basic steps of setting up to photograph
materials on high contrast film as well as the processing of the film

TITLE: How To Make Better Polaroid Instant Pictures

PRODUCER: Paul Giambarba (Author)

DISTRIBUTOR (S): Customer Service

ADDRESS: Polaroid Corporation

Cambridge, Mass 02139

PHONE: (617) 864-4568

PURCHASE X FREE RENTAL

PRICE \$2.50 PRICE

MEDIA CONTENT AREA: Polaroid Pictures

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Sample Chapters: basic information on models,
lighting, picture content, composition, care

DESCRIPTION: This book is a very complete guide to using and making
the most of the Polaroid Land Camera. Camera models, accessories,
handling, and capabilities are described. Advice for better picture
taking includes the areas of lighting, picture content, attention to
details and composition. Techniques are suggested for taking pictures
of people, travel, still life, animals, and after dark. A section
deals with uses for pictures and care of camera and film

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Use Your Polaroid Land Camera Model 650 or Model 440

PRODUCER: _____

DISTRIBUTOR (S): Polaroid Customer ServiceADDRESS: Polaroid CorporationCambridge, Mass 02139PHONE: (617) 864-4568PURCHASE _____ FREE X RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: Polaroid camerasMEDIA PACKAGE FORMAT: Booklets

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: How to use different polaroid modelsDESCRIPTION: These booklets describe the use of different modelsof Polaroid cameras. Tips for best results are included, as isadvice regarding copies repair stations and warranty instructions arelisted

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak Pamphlets (Publication list No. MP-1)

PRODUCER: _____

DISTRIBUTOR (S): Eastman Kodak CompanyADDRESS: Department 412-LRochester, New York 14650PHONE: (716) 325-2000

PURCHASE _____

FREE ☒

RENTAL _____

PRICE _____

PRICE _____

MEDIA CONTENT AREA: Photographic products and usesMEDIA PACKAGE FORMAT: Pamphlets

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE:

1. Audio-visual Planning Equipment (S-11)

2. Audio-visual Projection (S-3) /

3. Effective Lecture Slides (S-22)

4. Planning and Producing Visual Aids (S-13)

5. Wide-Screen and Multiple-Screen Presentations (S-28)

6. Selected References on Audio-visual Publications (S-10)

DESCRIPTION: Precise, concise, accurate information covering a large
variety of photographic subjects, including audio-visual products and
their uses. Available singly and in bulk

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak Books and Specialty Items

PRODUCER: _____

DISTRIBUTOR (S): Eastman Kodak Company

ADDRESS: Department 412-L

Rochester, New York 14650

PHONE: (716) 325-2000 (ask for Publications List #MPE-1)

PURCHASE _____

FREE X

RENTAL _____

PRICE _____

PRICE _____

MEDIA CONTENT AREA: Photographic uses

MEDIA PACKAGE FORMAT: Data Guides, Data Books, Packets, Catalogs

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: _____

1. Applied Color Photography Indoors (E-76)

2. Basic Developing, Printing, and Enlarging (AJ-2)

3. Audio-visual Literature Packet (U-915)

4. Copying (H-1)

5. Filters for Black-and-White and Color Pictures (AB-1)

6. How to Make Good Pictures (AW-1)

7. New Adventures in Indoor Color Slides (AE-7)

8. New Adventures in Outdoor Color Slides (AE-9)

9. Photography Through the Microscope (P-2)

MEDIA TRAINING KITS AND MATERIALS

TITLE: Kodak VisualmakerPRODUCER: KodakDISTRIBUTOR (S): Fisher Scientific Company, Stansl EducationADDRESS: Materials Division - 1259 North Wood StreetChicago, Illinois 60622PHONE: (312) 772-3100PURCHASE X FREE _____ RENTAL _____PRICE \$112.50 PRICE _____MEDIA CONTENT AREA: CameraMEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: A complete visual production kit that makes
it easy for anyone to make their own top-quality visuals

DESCRIPTION: Includes: Kodak Instamatic 304 Camera, and 3x3 inch
copy stand, a pistol grip, a wrist strap for the camera, 1 cartridge
of Kodachrome - X film (126-20), 5 flashcubes, 2 AAA-size batteries,
and a complete set of instructions and suggested applications. All
stored in a heavy-duty, fitted attache case

MEDIA TRAINING KITS AND MATERIALS

TITLE: Photography: Close-ups and Copying with 35mm CamerasPRODUCER: John W. NorvielDISTRIBUTOR (S): Bailey Films, IncADDRESS: 6509 De Longpre AvenueHollywood, California 90028PHONE: (213) 829-2901PURCHASE X FREE _____ RENTAL _____PRICE Complete set and case \$39.00
Each strip \$7., each record \$5., manual \$1 PRICE _____MEDIA CONTENT AREA: PhotographyMEDIA PACKAGE FORMAT: Filmstrip and RecordsEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector and record
playerCONTENTS OF PACKAGE: How to photograph close-ups and copy slides

DESCRIPTION: Graphic color photographs and art work are combined with
narration to explain the use of 35mm cameras in photographing close-ups
and copying slides. Supplementary materials is included in a manual
for those who desire further depth study. Four color filmstrips
(average 55 frames), four 12" LP records, 32 page illustrated manual

MEDIA TRAINING KITS AND MATERIALS

TITLE: Photography SeriesPRODUCER: EM 1DISTRIBUTOR (S): Educational Media IncorporatedADDRESS: 809 Industrial Way., P.O. Box 39Ellensburg, Washington 98926PHONE: (509) 962-2578PURCHASE X FREE RENTAL PRICE set \$24., ea transparency \$2., manual \$1.25 PRICE MEDIA CONTENT AREA: PhotographyMEDIA PACKAGE FORMAT: 13 overhead transparencies, manualEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projectorCONTENTS OF PACKAGE: Basic photographic instructionDESCRIPTION: For use in audio-visual education production classes.Titles of transparencies are: Close-up Devices, Copy Stands, ViewfinderSystems, Lighting Systems (A & B), Light Meter Types, Box Camera,35mm Camera, Twin Lens Reflex Camera, Process Camera, Polaroid Camera,View Camera, Press Camera

MEDIA TRAINING KITS AND MATERIALS

TITLE: Preparing Projected MaterialsPRODUCER: Visual Education FilmsDISTRIBUTOR (S): Bailey Films, IncADDRESS: 6509 De Longpre AvenueHollywood, Ca 90028PHONE: (213) 829-2901PURCHASE X FREE RENTAL XPRICE \$160 PRICE \$8MEDIA CONTENT AREA: 2 x 2 cameras, Polaroid copying stand, thermofaxMEDIA PACKAGE FORMAT: Film - 15 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: 2 x 2 cameras, Polaroid copying stand andPolaroid back for a Graphic camera, thermofax, opaque and overhead,2 x 2 projectorsDESCRIPTION: Among the demonstrations are use of 2 x 2 cameras,Polaroid copying stand, Polaroid back for a graphic camera, thermofaxcopier for copying and color lift-off, overhead, opaque, and 2 x 2projectors - 15minutes

TITLE: Teaching with Still Pictures

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University, A-V Utilization Center

ADDRESS: 5443 Cass Avenue

Detroit, Mich 48202

PHONE: (313) 577-1980

PURCHASE _____ FREE _____ RENTAL X

PRICE _____ PRICE \$2

MEDIA CONTENT AREA: Still pictures

MEDIA PACKAGE FORMAT: Filmstrip - 53 frames, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Using pictures in teaching

DESCRIPTION: This filmstrip applies the findings from experimental research and classroom experience to the following topics: how still pictures increase learning, how children look at pictures, children's preferences for pictures, how to choose the right picture for teaching

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Simple CameraPRODUCER: Assoc for Educational Communications and TechnologyDISTRIBUTOR (S): AECT Publications, Department PCADDRESS: 1201 16th Street, N.W.Washington, D.C. 20036PHONE: (202) 833-4180PURCHASE X FREE _____ RENTAL _____PRICE \$36 PRICE _____MEDIA CONTENT AREA: PhotographyMEDIA PACKAGE FORMAT: Filmstrips and instructor's manualsEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Basic picture takingDESCRIPTION: Designed primarily for teachers who know relativelylittle about photography. This award-winning package covers both basicphotographic theory and good picture-taking practices. Each lessonis described in a manual that presents the lesson objective, materialsto use, class activities for students and homework assignments. The setcontains over 500 projected visuals

MEDIA TRAINING KITS AND MATERIALS

TITLE: Using Simple Cameras

PRODUCER: _____

DISTRIBUTOR (S): Scott Education DivisionADDRESS: 104 Lower Westfield RoadHolyoke, Ma 01040PHONE: (413) 536-8380PURCHASE XFREE RENTAL PRICE \$14PRICE MEDIA CONTENT AREA: Cartridge-load camerasMEDIA PACKAGE FORMAT: Set: Filmstrip (31 frames, cassette, student manualEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Filmstrip projector, cassette, student manualCONTENTS OF PACKAGE: Operation of cartridge-load cameras, types of film

DESCRIPTION: This set provides instruction in operating cartridge-load cameras. It also includes a discussion of various types of film. Advantages of using slides for instruction, description of Kodak 8-17 cartridge-load camera, distance ranges when using flash cubes, camera useage for the out doors under various light conditions, prepare camera for shooting, shoot a good slide series for instructional use are topics included. For individual instruction or for use in demonstration or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Audio Visual Education Use of Lantern Slides in TeachingPRODUCER: National Education AssociationDISTRIBUTOR (S): National Center for Audio TapesADDRESS: Stadium Building Room 320University of ColoradoPHONE: (303) 492-7341PURCHASE ☒ XFREE ☐RENTAL ☐PRICE \$.90PRICE ☐MEDIA CONTENT AREA: lantern slidesMEDIA PACKAGE FORMAT: tapeEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: tape playerCONTENTS OF PACKAGE: DESCRIPTION: 40 minutes, describes the various types of A-V equipment
for teachers.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Handmade Lantern SlidesPRODUCER: Wayne StateDISTRIBUTOR (S): Wayne State University, A-V Utilization CenterADDRESS: 5448 Cass AvenueDetroit, Michigan 48202PHONE: (313) 577-2424PURCHASE FREE RENTAL XPRICE PRICE \$2.00MEDIA CONTENT AREA: Lantern slidesMEDIA PACKAGE FORMAT: Filmstrip - 50 frames, colorEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: ProjectorCONTENTS OF PACKAGE: Making lantern slides, typesDESCRIPTION: Illustrates how to make your own slides. Alsoillustrates several different types of handmade slides.

MEDIA TRAINING KITS AND MATERIALS

TITLE: How to Make Handmade Lantern Slides

PRODUCER: Indiana University

DISTRIBUTOR (S): Yeshiva University, AV Center Film Library

ADDRESS: 526 West 187 Street

New York, N.Y.

PHONE: (212) SW5-6460

PURCHASE FREE RENTAL X

PRICE PRICE \$7.00

MEDIA CONTENT AREA:

MEDIA PACKAGE FORMAT: Film - color, 22 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

Film projector, screen

CONTENTS OF PACKAGE: Production techniques for lantern slides

DESCRIPTION: The basic production techniques for eight types of
handmade slides are featured. Teachers demonstrate how to make the
types of slides most appropriate for use on various grade levels.
Many suggestions concerning sources of content materials and uses
for the various slides are also presented.

MEDIA TRAINING PACKAGES AND MATERIALS

TITLE: Instructional Applications (2x2 slides)PRODUCER: ScottDISTRIBUTOR(S): Scott Education DivisionADDRESS: 104 Lower Westfield Rd.Holyoke, Ma. 01040PHONE: (413) 536-8380PURCHASE x FREE RENTAL
PRICE \$14.00 PRICE MEDIA CONTENT AREA: 2x2 slidesMEDIA PACKAGE FORMAT: set: filmstrip, cassette, student manual? Filmstrip
is 28 frames.EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:
filmstrip projector, cassette playerSUPPLEMENTARY OR CONSUMABLE MATERIALS USER MUST PROVIDE: NUMBER OF PARTICIPANTS KIT IS DESIGNED FOR:
oneCONTENTS OF PACKAGE: using slides for instruction, producing slide units

DESCRIPTION: This set provides instruction in various uses for slides in dif-
ferent instructional situations. The students different photographic
techniques applied to specific situations. Advantages of using slide
for instruction, how to tailor-make slides of local subjects to meet local
instructional needs, various uses for slides, importance of student use of
cameras, producing slide unit for different instructional needs.
For individual instruction or for use in demonstration or lectures.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Making Slide Duplicates, Titles and Film stripsPRODUCER: Rothschild 1965DISTRIBUTOR (S): Chilton Book CompanyADDRESS: Radnor, Pennsylvania 19089PHONE: (215) 687-8200PURCHASE FREE RENTAL PRICE PRICE MEDIA CONTENT AREA: Duplicates, titles, filmstripsMEDIA PACKAGE FORMAT: bookEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: How to make slide duplicates, titles and
filmstripsDESCRIPTION: Explicit directions with charts and photographs to show
various cameras as well as procedures for making duplicates.

MEDIA TRAINING PACKAGES AND MATERIALS

TITLE: Photographic Slides for InstructionPRODUCER: Indiana UniversityDISTRIBUTOR(S): Lifelong Learning, University ExtensionADDRESS: University of CaliforniaBerkley, Ca. 94720PHONE: (415) 642-4124PURCHASE PRICE _____ FREE _____ RENTAL PRICE X \$7.00MEDIA CONTENT AREA: photographic slidesMEDIA PACKAGE FORMAT: 16mm film, 11 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

16mm projector

SUPPLEMENTARY OR CONSUMABLE MATERIALS USER MUST PROVIDE: _____

NUMBER OF PARTICIPANTS KIT IS DESIGNED FOR: _____

openCONTENTS OF PACKAGE: Basic techniques of making slides and instructional uses.

DESCRIPTION: This film is designed to demonstrate the basic techniques of making photographic slides and to demonstrate their instructional purpose by showing a variety of use situations. Included in the content are preparation and use of 2X2 color slides (indoor and outdoor shooting); Polaroid positive transparencies; simple copy work and sound slide presentations.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Planning and Producing Handmade Slides and Filmstrips for the ClassroomPRODUCER: Arthur RingDISTRIBUTOR (S): Earon Teacher AidsADDRESS: 6 Davis DriveBelmont, CA 94002PHONE: (415) 592-7810PURCHASE XFREE RENTAL PRICE \$2.75PRICE MEDIA CONTENT AREA: slides, filmstripsMEDIA PACKAGE FORMAT: bookEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: DESCRIPTION:

MEDIA TRAINING PACKAGES AND MATERIALS

TITLE: Planning Slide UnitsPRODUCER: ScottDISTRIBUTOR(S): Scott Education DivisionADDRESS: 104 Lower Westfield Rd.Holyoke, Ma. 01040PHONE: (413) 536-8380PURCHASE x FREE _____ RENTAL _____
PRICE \$14.00 PRICE _____MEDIA CONTENT AREA: slidesMEDIA PACKAGE FORMAT: set: filmstrip, (33 frames), cassette, manualEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____
filmstrip projector, cassette player

SUPPLEMENTARY OR CONSUMABLE MATERIALS USER MUST PROVIDE: _____

NUMBER OF PARTICIPANTS KIT IS DESIGNED FOR: _____
oneCONTENTS OF PACKAGE: Preparation of slide units, examples of good and poor slidesDESCRIPTION: This set provides instruction in the preparation of slide units, including setting objectives and organizing storyboards and script for production. The filmstrip includes examples of both good and poor slides in order to assist the student in establishing minimum quality standards. For individual instruction or for use in demonstrations or lectures. Also includes common errors often made, steps in planning a slide unit, producing a slide-tape presentation.

MEDIA TRAINING PACKAGES AND MATERIALS

TITLE: Producing Slides and FilmstripsPRODUCER: KodakDISTRIBUTOR(S): Eastman Kodak Co.Box 454Rochester, N.Y. 14650(716) 325-2000PURCHASE ☒
PRICE \$1.75FREE ☐
PRICE ☐RENTAL ☐
PRICE ☐MEDIA CONTENT AREA: slides and filmstripsMEDIA PACKAGE FORMAT: pamphlet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

SUPPLEMENTARY OR CONSUMABLE MATERIALS USER MUST PROVIDE: _____

NUMBER OF PARTICIPANTS KIT IS DESIGNED FOR: _____
openCONTENTS OF PACKAGE: preparation of visual presentationsDESCRIPTION: Covers preparation of visual presentations for industrial,
and educational purposes.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Production of 2" x 2" Slides for School Use

PRODUCER: Joe Coltharp

DISTRIBUTOR (S): Instructional Meida Center

ADDRESS: University of Texas at Austin

Drawer W, University Station

PHONE: Austin, Texas 78712

PURCHASE X FREE RENTAL

PRICE 2.50 PRICE

MEDIA CONTENT AREA: 2" x 2" slides

MEDIA PACKAGE FORMAT: handbook

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Why use 2x2 inch slides, equipment and supplies, techniques
in production, copying, printing, processing, mounting and binding.

DESCRIPTION: With the recent availability of semiautomatic cameras and automatic
projection equipment, the 2x2 inch slide has become a practical and useful
classroom aid. This booklet describes techniques that teachers may
employ in producing 2x2 inch slides for use in classroom teaching. Attention
is given to the importance of local production to equipment and supplies
needed and to techniques used in copying, processing and mounting slides.
Sources of materials and equipment are listed.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Slide Copying

PRODUCER: Wayne State University

DISTRIBUTOR (S): Wayne State University., A-V Utilization Center

ADDRESS: 5448 Cass Avenue
Detroit, Michigan 48202

PHONE: (313) 577-2424

PURCHASE _____ FREE _____ RENTAL X

PRICE _____ PRICE \$2.70

MEDIA CONTENT AREA: Slides

MEDIA PACKAGE FORMAT: Film - 17 minutes, color

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Using a 35mm camera to copy slides

DESCRIPTION: Photographs and art work are combined with narration
to motivate and explain how to use a 35mm camera to copy slides

MEDIA TRAINING KITS AND MATERIALS

TITLE: Slides with a Purpose for Business and Education
PRODUCER: Kodak
DISTRIBUTOR (S): Instructional Materials and Equipment Distributors
ADDRESS: 1520 Cotner Avenue
Los Angeles, CA 90025
PHONE: (213) 879-0377

PURCHASE _____ FREE _____ RENTAL _____
PRICE _____ PRICE _____

MEDIA CONTENT AREA: Slides use and production

MEDIA PACKAGE FORMAT: booklet

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Chapters include planning, production, adding sound,
presentation, bibliography, equipment.

DESCRIPTION: This booklet advises those in business and education on
the use of slides to their best advantage. Included are chapters on planning
a presentation, producing the slides, adding sound, and techniques
for presentation. Kodak slide equipment and a bibliography are listed.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Starex Clip Strip Super Slide Kit

PRODUCER: _____

DISTRIBUTOR (S): Starex IncorporatedADDRESS: 655 Schuyler AvenueKearney, New JerseyPHONE: (201) 997-1555PURCHASE X

FREE _____

RENTAL _____

PRICE \$23.50

PRICE _____

MEDIA CONTENT AREA: SlidesMEDIA PACKAGE FORMAT: KitEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Thermal copying
machineCONTENTS OF PACKAGE: Self-illustrated booklet, cassette clip - art
booklet, pre-registered guides, adhesive stick, packet of test material,
thermal carrier, film, slide mountsDESCRIPTION: The kit enables one to create his own slide presentation.May use readily available illustrations from magazine's, newspapers, etc...Refills are available: Clip-Art Booklet, \$2; Clip-Art Booklet (Bi-Centennial)\$2; Pad of Pre-Registered Guides, \$.75; Thermal Carriers \$1; Test MaterialPacket, \$.50; Packet of Clip Strip Film, \$2.50; Special Effects Film, \$1.75;Adhesive Stick \$.79; Slide Mounts, \$1.50

MEDIA TRAINING KITS AND MATERIALS

TITLE: "U" Film Slide Making KitPRODUCER: Educational Teaching Aids DivisionDISTRIBUTOR (S): Educational Teaching Aids Division - A. Daigger and Co.ADDRESS: 159 West Kinzie StreetChicago, Illinois 60610PHONE: (312) 644-9438PURCHASE XFREE RENTAL PRICE \$10.00PRICE MEDIA CONTENT AREA: SlidesMEDIA PACKAGE FORMAT: KitEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Slide projector, screenCONTENTS OF PACKAGE: Materials to make your own slides

DESCRIPTION: Includes: 80-35mm "slip-in cardboard mounts, a roll
of U" film, one set of colored marking pencils and sharpener with
instructions

MEDIA TRAINING KITS AND MATERIALS

TITLE: Advances in Closed Circuit TV Systems for the Partially Sighted

PRODUCER: S.M. Genensku, Project Director

DISTRIBUTOR (S): Social and Rehabilitation Service, US Dept. of HEW

ADDRESS: Washington D.C. 20201

The Rand Corporation., Santa Monica 90406

PHONE: _____

PURCHASE _____

FREE _____

RENTAL _____

PRICE _____

PRICE _____

MEDIA CONTENT AREA: CCTV

MEDIA PACKAGE FORMAT: Book - 83 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Design of CCTV for partially sighted, X-Y
platform, electronic image enhancement, research

DESCRIPTION: This is a report on research made for the advancement
of closed-circuit TV for the partially sighted. These systems enable
many persons with severely impaired vision to read, write, and perform
other operations requiring precise eye-hand coordination. Described
in detail is the mechanical and electronic features of RANDSIGHT 11,
A CCTV system designed by Rand. Also described is the design of its
platform, the results of voltage tests conducted, research on 'elect-
ronic image enhancement and contrast reversal, and development of a
simple test to determine whether a CCTV could assist a partially
sighted person in reading.

MEDIA TRAINING KITS AND MATERIALS

TITLE: A Guide To Instructional Television.

PRODUCER: Robert M. Diamond, Editor

DISTRIBUTOR (S): McGraw-Hill Book Co

ADDRESS: 1221 Avenue of the Americas

New York., New York 10020

PHONE: (212) 997-1221

PURCHASE X

FREE _____

RENTAL _____

PRICE \$8.95

PRICE _____

MEDIA CONTENT AREA: Instructional Television

MEDIA PACKAGE FORMAT: Book - 304 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: How Television is Used in Teaching

DESCRIPTION: Educators using television in its many forms and formats discuss its scope and limitations. The book answers those basic questions asked before money is spent on equipment or a television project is designed. Chapters highlight examples of television as it is now used, problems faced, rationale for use of the medium, and how it was used and with what results. Designed for administrators, teachers, communication specialists, students and laymen exploring the potential or expanded use of instructional television and useful as a basic text in the mass media

MEDIA TRAINING KITS AND MATERIALS

TITLE: And TV Too!PRODUCER: Edited by Lee E. Campion and Yvonne LanaganDISTRIBUTOR (S): Department of Audiovisual Instruction - Nat'l Ed. AssocADDRESS: 1201 16th Street., NWWashington D.C., 20036PHONE: (202) 933-4098PURCHASE XFREE RENTAL PRICE \$1.25PRICE MEDIA CONTENT AREA: TelevisionMEDIA PACKAGE FORMAT: Book - 63 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: DESCRIPTION: Designed to acquaint the classroom teacher with various
phases of educational Television

MEDIA TRAINING KITS AND MATERIALS

TITLE: Creating Visuals for TV: A Guide for EducatorsPRODUCER: James Spear (ed) 1962DISTRIBUTOR (S): Publication SalesADDRESS: National Education Association1201 16th Street N.W., Washington D.C. 20036

PHONE: _____

PURCHASE ☒ FREE _____ RENTAL _____PRICE \$1.25 PRICE _____MEDIA CONTENT AREA: Visuals for TVMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Improving TV programs through use of visual materialDESCRIPTION: Practical suggestions for improving TV programs through more effective use of visual material - 48 pages

MEDIA TRAINING KITS AND MATERIALS

TITLE: Educational Media Kit

PRODUCER: Jerrold E. Kemp and Richard B. Lewis, Authors

DISTRIBUTOR (S): McGraw-Hill Book Co

ADDRESS: 1221 Avenue of the Americas

New York., New York 10020

PHONE: (212) 997-1221

PURCHASE X **FREE** **RENTAL**

PRICE **PRICE**

MEDIA CONTENT AREA: Projection, recordings, TV

MEDIA PACKAGE FORMAT: Films, Slides, Transparencies, Recordings

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Film projector, slide projector, overhead projector, record player

CONTENTS OF PACKAGE: Instruction in many types of media for in-service teachers and teachers evaluating students, and for general audiences

DESCRIPTION: Appropriate sub-kits and their prices are:

Sub-kit - 2 display surfaces (31 slides) \$32.30

Sub-kit - 3 opaque projection (9 slides) \$7.50

Sub-kit - 4 35mm filmstrips (8 slides, 1 filmstrip) \$11.30

Sub-kit - 5 16mm motion pictures (4 slides) \$3.15

Sub-kit - 6 tape and disc recordings (15 slides, 1 tape recording)

\$26.20

Sub-kit - 7 2x2" slides (35 slides, 1 tape recording) \$45.00

Sub-kit - 8 8mm Motion Pictures (11 slides, 1 8mm cartridge silent

films) \$31.25

Educational Media Kit - continued

Sub-kit - 9 overhead transparencies (22 slides, 15 transparencies,
1 mounted picture) \$89

(SKIP 10)

Sub-kit - 11 television (1 16mm film) \$154.35

Sub-kit - 13 instructional Materials Center (47 slides) \$47.50

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Graphics for Television

PRODUCER: Don Erve, Educational Media Laboratories

DISTRIBUTOR (S): Customer Service Department., Scott Education Division

ADDRESS: 104 Lower Westfield Road
Holyoke, Ma 01940

PHONE: (413) 536-8380

PURCHASE X **FREE** **RENTAL**

PRICE set \$70., each participant's manual \$2 **PRICE**

MEDIA CONTENT AREA: Graphics for TV

MEDIA PACKAGE FORMAT: 12 Overhead transparencies, sound filmstrip,
cassette, instructor's manual, 15 participant's manuals

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector,
Filmstrip projector, Cassette tape player

CONTENTS OF PACKAGE: Principles of production, types of graphics,
production techniques, transparencies, compatibility of other media
with TV

DESCRIPTION: The first of a series in comprehensive television
programming. This is designed for use in pre-service and in-service
education workshops and activities. It will prove useful in working
with ETV operational and para-professional personnel. The topics
covered are: Principles of production, types of graphics and their
application, simple production techniques, test productions, using
transparencies, criteria for selecting instructional television
graphics, compatibility of other media with television.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Instructional Television

PRODUCER: Richard C. Burke, Editor

DISTRIBUTOR (S): Indiana University Press

ADDRESS: Tenth and Morton Streets

Bloomington, Indiana 47401

PHONE: (812) 337-4203

PURCHASE X **FREE** **RENTAL**

PRICE \$5.95 **PRICE**

MEDIA CONTENT AREA: Television

MEDIA PACKAGE FORMAT: Book - 160 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Survey of uses of television for instruction
in public schools

DESCRIPTION: This volume presents an innovation in the field of
education, the uses of television for instruction in public schools.
Each section is written by a person who has had extensive practical
experience with some aspect of instructional television, through
providing a comprehensive and up-to-date survey of the subject.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Midwest Program on Airborne Television Instruction - Using TV in the Classroom

PRODUCER: Mary Howard Smith, Editor

DISTRIBUTOR (S): McGraw-Hill Book Company

ADDRESS: 1221 Avenue of the Americas

New York., N.Y. 10020

PHONE: (212) 997-1221

PURCHASE X

FREE _____

RENTAL _____

PRICE \$3.95

PRICE _____

MEDIA CONTENT AREA: Television

MEDIA PACKAGE FORMAT: Book - 118 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Introduction to instructional TV for practical use

DESCRIPTION: Gives the classroom teacher an introduction to ITV (instructional television) together with suggestions for its practical use. Topics include sources, resources, preparation for learning, organizing the classroom, utilizing the TV lesson, appraisal, demonstrations of ITV use.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Television in Education

PRODUCER: _____

DISTRIBUTOR (S): Pacific Telephone Film LibraryADDRESS: 1145 North McCadden PlaceLos Angeles, Ca 90038PHONE: (213) 466-7131PURCHASE _____ FREE Loan RENTAL _____

PRICE _____ PRICE _____

MEDIA CONTENT AREA: TVMEDIA PACKAGE FORMAT: 16mm color film - 27 1/2 minutesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: _____

DESCRIPTION: With today's higher educational standards and an ever-
growing school population, many efforts are being made to fill current
educational needs. One of the newest methods of meeting this challenge
is educational television. This film provides an objective report of
how ETV, both broadcast and closed circuit, is being used in schools
today.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Television in Instruction An Appraisal

PRODUCER: _____

DISTRIBUTOR (S): Department of Audiovisual Instruction - NEAADDRESS: 1201 16th Street., NWWashington D.C. 20036PHONE: (202) 833-4098PURCHASE ☒ FREE ☐ RENTAL ☐PRICE \$1.00 PRICE _____MEDIA CONTENT AREA: TelevisionMEDIA PACKAGE FORMAT: Booklet - 24 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: _____

DESCRIPTION: Papers from an NEA seminar on the role of television
in instruction at all levels of education

MEDIA TRAINING KITS AND MATERIALS

TITLE: Television Series

PRODUCER: EMI

DISTRIBUTOR (S): Educational Media Inc

ADDRESS: 809 Industrial Way., P.O. Box 39

Ellensburg, Washington 98926

PHONE: (509) 962-2578

PURCHASE X **FREE** **RENTAL**

PRICE set - \$50., each transparency - \$2 **PRICE**

study guide only - \$1

MEDIA CONTENT AREA: Videotape - recorder - camera systems

MEDIA PACKAGE FORMAT: 26 overhead transparencies

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Overhead projector

CONTENTS OF PACKAGE: Use of portable videotape recorder-camera systems. How to connect components, classroom applications, proper placement in the classroom of equipment and problems likely to be encountered.

DESCRIPTION: Relevant transparencies and their catalog numbers are:

1. Applications of Portable VTR-camera systems
2. Simple camera-monitor system
3. One-camera VTR-monitor system
4. Complex camera VTR-monitor system
6. Mounting microphones overhead in the classroom
10. Set-up procedures for group activities

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Farther Visions: Educational Television Today

PRODUCER: Allen E. Koenig and Ruane B. Hills,

DISTRIBUTOR (S): University Microfilms

ADDRESS: 300 North Zeeb Road

Ann Arbor, Michigan 48106

PHONE: (313) 761-4700

PURCHASE X **FREE** **RENTAL**

PRICE \$6.75 **PRICE**

MEDIA CONTENT AREA: ETV

MEDIA PACKAGE FORMAT: Book - 371 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: Development and uses of ETV, present, and future

DESCRIPTION: The editors have pulled together the thoughts of the leading authorities in educational television. The articles offer a perspective of the field, discuss major types of stations, and examine the development and uses of instructional television. They deal with the current problems of ETV, particularly financing and research and offer suggestions for future applications of ETV

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Use of Student Response to Improve Television Instruction

PRODUCER: Am. Institute for Research

DISTRIBUTOR (S): Yeshiva University Film Library

ADDRESS: 525 West 187 Street

New York., N.Y.

PHONE: (212) SW5-6460

PURCHASE _____ **FREE** _____ **RENTAL** X

PRICE _____ **PRICE** \$6

MEDIA CONTENT AREA: Television

MEDIA PACKAGE FORMAT: Film - black and white. 30 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Projector

CONTENTS OF PACKAGE: Methods to improving TV educational use by
using the students: performance, pre-testing, responding, application

DESCRIPTION: This film demonstrates how educational TV can be
improved by using the students own performance in several different
ways. The methods illustrated include: pre-testing the effective-
ness of lessons with trial classes; requiring active student res-
ponse during lessons to increase participation; and stimulating of
student extra curricular activities following the telecasts. Special
emphasis is given to descriptions of the research method used and
results from experimental comparisons between alternative versions
of televised science lessons. Portions of lessons included.

MEDIA TRAINING KITS AND MATERIALS

TITLE: GLT-2TM Image - Lift Transparency Kit

PRODUCER: _____

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue

Kearney, New Jersey 07032

PHONE: (201) 997-1555

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$14.50 **PRICE** _____

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Transparency

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Heavy-duty polyester lift - off film sheets,

mounts, clear polyester backing sheets, burnishers, sponge, step-by-

step instruction booklet, practice packet, plastic tray

DESCRIPTION: A method for making long-lasting overhead transparencies

from already printed images. You can lift the ink image off any clay-

coated paper and in 10 steps have the ready made transparency of your

choosing. The kit can serve as an individual or classroom project

MEDIA TRAINING KITS AND MATERIALS

TITLE: Magazines to Transparencies

PRODUCER: _____

DISTRIBUTOR (S): International Film Bureau, Inc

ADDRESS: 332 South Michigan Avenue

Chicago, Illinois 60604

PHONE: (312) 427-4545

PURCHASE X **FREE** _____ **RENTAL** X

PRICE \$120 **PRICE** \$7.50

MEDIA CONTENT AREA: Transparencies

MEDIA PACKAGE FORMAT: 16mm color film - 12 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: 16mm projector

CONTENTS OF PACKAGE: Instructions for making transparencies from materials printed on clay-coated paper

DESCRIPTION: A simple and inexpensive process of making transparencies from black and white or color materials printed on clay-coated paper is demonstrated. Film explains the process by which a printed image can be transferred to acetate backing, in a few minutes of preparation. Steps in the process call for coating picture and acetate with rubber cement, combining them, soaking them in vinegar bath and leaving the image on the rubber cement backing, spraying the transparency with lacquer, and inserting it between sheets of glass for permanence.

MEDIA TRAINING KITS AND MATERIALS

TITLE: OH-3CK Classroom Overhead Transparency Kit

PRODUCER: _____

DISTRIBUTOR (S): Starex IncorporatedADDRESS: 655 Schuler AvenueKearney, New Jersey 07032PHONE: (201) 997-1555PURCHASE ☒ FREE ☐ RENTAL ☐PRICE \$32.50 PRICE _____MEDIA CONTENT AREA: TransparencyMEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: 8 1/2 x 11 clear-plastic sheets, transparent color
8 1/2 x 11 sheets, overhead mounts, grid layout sheets, chart/pak, dry-
transfer transparent letters, burnishers, a roll of masking tape, 4 water
soluable projecto color pencils, 4 water soluable fine point markers,
2 permanent opaque fine point markers, plastic storage bags with labels,
set of easy step-by-step instructions

MEDIA TRAINING KITS AND MATERIALS

TITLE: OH-2TK Teachers Overhead Transparency Kit

PRODUCER: _____

DISTRIBUTOR (S): Starex IncorporatedADDRESS: 655 Schuyler AvenueKearney, New Jersey 07032PHONE: (201) 997-1555PURCHASE ☒ FREE ☐ RENTAL ☐PRICE \$16.50 PRICE _____MEDIA CONTENT AREA: TransparencyMEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Clear plastic 8 1/2 x 11 sheets, transparent
color 8 1/2 x 11 sheets, overhead mounts, grid layout sheets, chart pak
dry-transfer transparent letters, burnishers, roll of masking tape,
4 water soluble fine point markers, 2 permanent opaque fine point
markers, set of easy step-by-step instructions.

DESCRIPTION: A starter kit complete with everything that is needed
to make simple but effective customized overhead transparencies

MEDIA TRAINING KITS AND MATERIALS

TITLE: PMS-2TK Polarmotion Sampler Kit

PRODUCER: _____

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue

Kearney, New Jersey 07032

PHONE: (201) 997-1555

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$16.50 **PRICE** _____

MEDIA CONTENT AREA: Transparency

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Prepared transparencies, instruction booklet

DESCRIPTION: This kit has six specially selected prepared transparencies for use in demonstrating. Polarmotion to stimulate classroom interest.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Total Kit

PRODUCER: _____

DISTRIBUTOR (S): Starex Incorporated

ADDRESS: 655 Schuyler Avenue

Kearney, New Jersey

PHONE: (201) 997-1555

PURCHASE X **FREE** _____ **RENTAL** _____

PRICE \$69.50 **PRICE** _____

MEDIA CONTENT AREA: Transparencies

MEDIA PACKAGE FORMAT: Kit

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Motorized spinner, overlay sheets, cardboard mounts,

masking tape, set of 4 color markers, frisket knife, tweezers, pressure

sensitive color and motion sheets, step-by-step instructions, practice transparency

DESCRIPTION: Shows you how to make 1,000 different applications. This

process is called polarmotion and adds motion.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Introducing the Single-Camera VTR System-A Layman's Guide to Videotape Recording

PRODUCER: Grayson Mattingly and Welby Smith

DISTRIBUTOR (S): NEFC's Media Booknook

ADDRESS: RT 2

Finksburg, Md. 21048

PHONE: (301) 795-3000

PURCHASE X

FREE _____

RENTAL

PRICE \$8.95

PRICE

MEDIA CONTENT AREA: Videotape recording

MEDIA PACKAGE FORMAT: Book - 150 pages

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION:

CONTENTS OF PACKAGE: This is a fundamental guide which gives information on selecting, purchasing and servicing a VTR system, precautions, technical guidelines, and all sorts of recommendations

DESCRIPTION: The primary aim is to help the VTR user to
discover, comprehend and apply the basic skills and knowledge
which are fundamental to successful communication.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Petersen's Guide to Video Tape Recording

PRODUCER: Charles Bensinger (author)

DISTRIBUTOR (S): Innovision

ADDRESS: 121 East de la Guerra

Santa Barbara, CA.

PHONE: (805) 965-5015

PURCHASE X

FREE

RENTAL

PRICE \$2.45

PRICE

MEDIA CONTENT AREA: Video-Tape recording

MEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: None

CONTENTS OF PACKAGE: Video camera, TV scanning system, VTR

Controls, TV monitor, Format & interchangeability, Sound, Lighting,

Video Editing

DESCRIPTION: The book comprehensively covers the operational
aspects of the camera, monitor and recording deck for

1/2" systems. And there is a special chapter on the portable

television systems (Portapak's). Not only operational information

(i.e. lenses, controls, cables, switches, etc) is offered,

but there is an explanation of the internal mechanisms of the

video process.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Set-Up, Production Techniques, and Preventive Maintenance
for the Single Camera VTR system.

PRODUCER: _____

DISTRIBUTOR (S): Didactic Systems, Inc.

ADDRESS: Box 457

Cranford, N. J. 07016

PHONE: (201) 789-2194

PURCHASE x FREE _____ RENTAL _____

PRICE \$150.00 PRICE _____

MEDIA CONTENT AREA: VTR system

MEDIA PACKAGE FORMAT: Video tape - 27 minutes

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: Video Tape player

CONTENTS OF PACKAGE: Set-up, production techniques, problems

DESCRIPTION: This tape shows how to hook up a basic single camera
VTR system, how to adjust its controls for optimum performance in a given
situation, how to accomplish production techniques like follow-through
focus and in-camera fades, and how to recognize problems when they occur-
and how to correct them. The goal of the tape is to assist the VTR user
in achieving creative control over his equipment and production situation.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Small Studio Video Tape ProductionPRODUCER: John Quick and Herbert Wolff - authorsDISTRIBUTOR (S): Addison-Wesley Pub. Company Inc.ADDRESS: Reading, Mass 01867(617) 944-3700

PHONE: _____

PURCHASE x FREE _____ RENTAL _____PRICE \$11.95 PRICE _____MEDIA CONTENT AREA: Video Tape ProductionMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Selected chapters include: Use of TVas a communication tool. Designing visual aids for TVDESCRIPTION: Primarily concerned with showing the bestways for presenting information effectively and economically; for the
organization with limited equipment and facilities.

MEDIA TRAINING KITS AND MATERIALS

TITLE: The Videotape Recorder in the ClassroomPRODUCER: Victor R. PhillipsDISTRIBUTOR (S): Victor R. Phillips, Publisher of MediaADDRESS: P. O. Box 83Monmouth, Or. 97361

PHONE: _____

PURCHASE X FREE _____ RENTAL _____PRICE \$5.00 PRICE _____MEDIA CONTENT AREA: Video-tapeMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Videotape recordersDESCRIPTION: A reference demonstrating how to use variousvideotape recorders and related equipment

MEDIA TRAINING KITS AND MATERIALS

TITLE: Videocassettes Technology in American EducationPRODUCER: George N. Gordon and Irving A. Falk, authorsDISTRIBUTOR (S): Educational Technology PublicationsADDRESS: 140 Sylvan AvenueEnglewood Cliffs, N. J. 07632PHONE: (201) 871-4007PURCHASE X FREE _____ RENTAL _____PRICE \$7.95 PRICE _____MEDIA CONTENT AREA: VideocassetteMEDIA PACKAGE FORMAT: Book

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: How to apply videocassette technology toall levels.

DESCRIPTION: This is the first book describing how videocassette
technology can be applied to education at all levels. The authors believes
that the videocassette has the potential to become an essential instrument
to facilitate learning in schools, colleges, training efforts and
adult education programs. Both educators and persons involved in the
videocassette industry (hardware and software) will find this book
of value.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Video Tape Production and Communication TechniquesPRODUCER: J. L. EfreinDISTRIBUTOR (S): TAB BooksADDRESS: Blue Ridge SummitPennsylvania 17214

PHONE: _____

PURCHASE X FREE _____ RENTAL _____PRICE \$12.95 PRICE _____MEDIA CONTENT AREA: Video TapeMEDIA PACKAGE FORMAT: Book - 256 pages, over 100 illustrations

EQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: _____

CONTENTS OF PACKAGE: Equipment description, production elements,program creation, tape handling procedures.DESCRIPTION: A complete text on the production of video recordingfor effective communications. Tells how to put professional techniques towork in commercial, industrial, and school applications. Contentsinclude: the basic tape recording system, thinking tape, equipment,production elements, direction techniques, post production, pre-production, production, program creation, sample program formats,comparative specifications, tape handling procedures, glossary.

MEDIA TRAINING KITS AND MATERIALS

TITLE: Videotape Recording: Theory and PracticePRODUCER: J. F. Robinson, authorDISTRIBUTOR (S): Hastings House PublishersADDRESS: 10 East 40th StreetNew York, N. Y. 10016PHONE: (212) 689-5400PURCHASE XFREE RENTAL PRICE \$18.50PRICE MEDIA CONTENT AREA: Videotape recordingMEDIA PACKAGE FORMAT: Book - 320 pagesEQUIPMENT REQUIRED FOR PACKAGE IMPLEMENTATION: CONTENTS OF PACKAGE: Information on VTR equipment, CCTV, cassettes
cartridges, editingDESCRIPTION: The text is basic and practical. For the broadcaster,
the author describes VTR equipment in current use. For the closed-
circuit user, he discusses and reviews the many combinations of techniques
used in modern helical recorders. Included, also is much material on
cassettes and cartridges, and a chapter on editing contains the latest
SMPTE digital address code for automated editing.